



North Central State College

MASTER SYLLABUS

2025-2026

A. Academic Division: Engineering Technology, Business & Criminal Justice Division

B. Discipline: Business

C. Course Number and Title: BUSM1170 Business Communications

D. Assistant Dean: Brooke Miller, M.B.A.

E. Credit Hours: 3

F. Prerequisites: ENGL1010

G. Last Course/Curriculum Revision Date: Fall 2024 Origin date: 11/29/2018

H. Textbook(s) Title:

Title: Effective Business Communication

- Authors: McLean
- Copyright Year: 2021
- Edition: v3.0
- ISBN: 9781453334256

Title: PitchVantage Software Access Card

- ISBN: 9780692933008
- Publisher: PitchVantage LLC

I. Workbook(s) and/or Lab Manual: None

J. Course Description: This course introduces foundational business communication principles and practices. Students will learn to analyze different communication situations; to plan and design oral and written communications; to communicate effectively using appropriate formats, styles, and technologies; and to apply critical thinking and problem-solving skills in order to achieve desired communication objectives. (TAG# OBU005)

K. College-Wide Learning Outcomes:

College-Wide Learning Outcome	Assessments - - How it is met & When it is met
Communication – Written	Written Communication VALUE Rubric; Formal Business Report –mid-term
Communication – Speech	Oral Communication VALUE Rubric; Final Presentation at the end of term
Intercultural Knowledge and Competence	
Critical Thinking	
Information Literacy	
Quantitative Literacy	

L. Course Outcomes and Assessment Methods:

Upon successful completion of this course, the student shall:

Outcomes	Assessments – How it is met & When it is met
1. Analyze communication situations and select and use appropriate audience-focused approaches for professional business communication.	Daily homework and projects – entire term
2. Plan, draft, revise, and proofread written work - individually or collaboratively - consistent with professional business standards.	Daily homework and projects – entire term
3. Write executive summaries.	Daily Homework and projects – first half of term.
4. Design and present oral communication - individually or collaboratively - consistent with professional business standards.	Presentations – first and second half of term.
5. Select or create and use appropriate graphics consistent with professional business standards.	Presentations – first and second half of term. Projects – entire term
6. Use digital technology to achieve communication objectives.	Presentations – first and second half of term. Projects – entire term
7. Write various business correspondences, including internal and external to the business organization.	Daily homework and projects – entire term
8. Conduct, analyze, and report results of business research (including use of proper citation, as required).	Daily homework – first half of term. Projects – entire term
9. Develop communication appropriate to the job search.	Job search packet – second half of term.

M. Recommended Grading Scale:

NUMERIC	GRADE	POINTS	DEFINITION
93–100	A	4.00	Superior
90–92	A-	3.67	Superior
87–89	B+	3.33	Above Average
83–86	B	3.00	Above Average
80–82	B-	2.67	Above Average
77–79	C+	2.33	Average
73–76	C	2.00	Average
70–72	C-	1.67	Below Average
67–69	D+	1.33	Below Average
63–66	D	1.00	Below Average
60–62	D-	0.67	Poor
00–59	F	0.00	Failure

N. College Procedures/Policies:

North Central State College believes that every student is a valued and equal member of the community.* Every student brings different experiences to the College, and all are important in enriching academic life and developing greater understanding and appreciation of one another. Therefore, NC State College creates an inclusive culture in which students feel comfortable sharing their experiences.

Discrimination and prejudice have no place on the campus, and the College takes any complaint in this regard seriously. Students encountering aspects of the instruction that result in barriers to their sense of being included and respected should contact the instructor, assistant dean, or dean without fear of reprisal.

* *Inclusive of race, color, religion, gender, gender identity or expression, national origin (ancestry), military status (past, present or future), disability, age (40 years or older), status as a parent during pregnancy and immediately after the birth of a child, status as a parent of a young child, status as a foster parent, genetic information, or sexual orientation*

Important information regarding College Procedures and Policies can be found on the syllabus supplement located at

<https://ncstatecollege.edu/documents/President/PoliciesProcedures/PolicyManual/Final%20PDFs/14-081b.pdf>



North Central State College
SYLLABUS ADDENDUM

Academic Division:	Engineering Technology, Business, and Criminal Justice	Discipline:	Business Administration
Course Coordinator:	Brandel Boyd		
Course Number:	BUSM-1170	Course Title:	Business Communications
Semester / Session:	Spring 2026 / Session A	Start / End Date:	1-12-26 thru 3-6-26

Instructor Information

Name:	Brandel Boyd	Credentials:	Ph.D. Public Administration; MBA.HRM
Phone Number:	419-755-4572	E-Mail Address:	bboyd@ncstatecollege.edu
Office Location:	233 Kehoe	Office Hours:	Mondays 9 AM to 2 PM

I. Topical Timeline (Subject to Change):

Weeks	Topics	Assignment	Due Date
1	Getting started with effective communication and why it's important to communicate well	Run, Hide, Fight assessment; and Exercises on informative letters, listening skills, and media choice.	At close of week 1 as designated in Canvas
2	Understanding your audience & Effective business writing as well as Communication for getting the job	Exercises on professional business letter writing, resumes, and cover letters.	At close of week 2 as designated in Canvas
3	Writing preparation, organization, and ethics.	Business report outline, Exercise on persuasive writing, and Business proposal letter.	At close of week 3 as designated in Canvas
4	Business reports & Professional emails, texts, and bibliographies	Exercises on emailing and text-messaging; and a formal Business Report mid-term exam.	At close of week 4 as designated in Canvas
5	Developing business presentations & Organization and Outlines to Inform	Exercise on speech rubric, Exercise on outline for presentation to inform, and a Presentation to Inform.	At close of week 5 as designated in Canvas
6	Developing business presentations & Organization and Outlines to Persuade	Exercise on outline for presentation to persuade, Exercise on using data, and a Presentation to persuade.	At close of week 6 as designated in Canvas
7	Presentations to Inform & Persuade	Second presentations to Inform and Persuade and outline for final presentation.	At close of week 7 as designated in Canvas
8	Final Presentations & Professional Soft Skills	Final presentation & Professional Soft Skills Self-Assessment	At close of week 8 as designated in Canvas

Course Number: BUSM 1170
Semester / Session: Spring 2026 / Session A

Course Title: Business Communications
Start / End Date: 1-12-26 thru 3-6-26

III. Grading and Testing Guidelines:

BUSM 1170			
Activity	Scoring	Points	% of Total
Exercises	15 X 20 points each*	300	34.1%
PitchVantage Presentations	2 X 40 points & 2 X 50 points	180	20.5%
Business Report	1 X 100 points	100	11.4%
Final Presentation	1 X 100 points	100	11.4%
Attendance	Scale varies**	50	5.7%
Business Letter	1 X 50 points	50	5.7%
Business Proposal Letter	1 X 50 points	50	5.7%
Resume and Cover Letter	1 X 50 points	50	5.7%
Total		880	100%

IV. Examination Policy:

- The reasons for which a student will be excused from taking an examination _____
 - Hospitalization (with documented verification)
 - Death in the immediate family (with documented verification)
 - Personal illness or illness in immediate family - (doctor's excuse required).
- A student who misses an examination for any reason is responsible for _____
 - Communicating with me the reason why
 - Requesting a make-up exam
- No makeup opportunity will be given for absences of unscheduled quizzes.

V. Class Attendance and Homework Make-Up Policy:

Attendance

There are no face-to-face attendance requirements. It is anticipated that students will be logging into the course frequently (many times each week).

Your attendance will be marked each week as

- fully attended (submitting all assignments for the module on time);
- partially attended (submitting some portion of assignments for the module on time); or
- absent (not submitting any assignments for a module on time).

Homework/Participation Requirements

Students must participate within the first week of the term in order to avoid being dropped for non- participation. This is a college-wide policy. Students must also participate in and achieve at least 67% success by the point of mid-term grade reporting to again avoid being dropped from the course for non- participation (another college-wide policy).

Homework can only be made up in extenuating circumstances that are approved in advance by the instructor. Assignments submitted late without instructor approval may not be graded.

If an assignment is approved to be submitted and graded late, a 20% minimum penalty will be applied. Only assignments submitted within one week of the due date will be considered for late grading.

There are no late assignments accepted after the last day of the term—NO EXCEPTIONS! Any assignments listed with due dates within finals week are final!

VI. Classroom Expectations:

- Respect for others and the instructor

Course Number: BUSM 1170
Semester / Session: Spring 2026 / Session A

Course Title: Business Communications
Start / End Date: 1-12-26 thru 3-6-26

- a. I maintain a relaxed classroom atmosphere and enjoy discussions on a wide variety of topics. I appreciate your opinions and encourage you to share your opinions. But, this means that sharing your opinion is to be done in a respectful manner and not when the instructor or other students are talking or during videos shown in class.
2. Contacting the Instructor:
 - a. You have multiple ways to contact me which are noted here on your syllabus addendum. Although, Canvas message is typically the fastest and preferred way to contact me.
 - b. I also try to be available before and after class if you need to meet.

VII. Artificial Intelligence (AI) Policy:

Artificial intelligence (AI) can be a valuable tool for academic purposes. AI may assist with generating ideas, checking grammar, and improving writing skills and other class-related tasks, but it should not be relied upon solely. Students are expected to demonstrate independent thinking and analysis and use AI to supplement their work. AI does not replace critical thinking and relying solely on AI to complete assignments undermines your learning.

Any work submitted must be the student's own, and using AI to generate entire assignments or portions of assignments is strictly prohibited and will result in academic consequences. To promote transparency and accountability, students must document their use of AI in any assignments, including the prompts or instructions they provided to the AI and any additional notes about the AI's output or their analysis. AI is not always accurate and may produce outdated, misleading, biased, or entirely incorrect information. Always verify any AI-generated content with credible academic sources.

Plagiarism, including using AI to generate assignments, not only cheats the student out of learning, but is considered a form of academic misconduct and will result in disciplinary action.