

PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS

**BUSINESS COMMUNICATIONS
OST 2360**

Class Hours: 3.0

Credit Hours: 3.0

Laboratory Hours: 0.0

Revised: Fall 09

NOTE: This course is not designed for transfer credit.

Catalog Course Description:

Language arts skills, including punctuation, spelling, editing, proofreading, and vocabulary, are reviewed and stressed. Transcription of business communications from voice dictation using computers and transcribers. Students build on skills learned in keyboarding and word processing courses.

Entry Level Standards:

Minimum typing speed of 53 words per minute; basic knowledge of advanced features of Microsoft Word; basic business and technical writing skills.

Prerequisites:

OST 2006

Textbook(s) and Other Course Materials:

1. *Machine Transcription*, Third Edition by Blanche Ettinger and Edda Perfetto, EMCParadigm Publishing Inc, 1999. *Required.*
2. *Business Communication*, Third Edition, Patricia Merrier, Thomson/South-Western Publishing Company, 2006. *Required.*
3. *The Gregg Reference Manual*, Ninth Edition by William A. Sabin, McGraw-Hill Book Company, Gregg Division, 2001. *Recommended.*
4. Two 3.5" 1.44 Mb high-density diskettes or a jump or thumb drive device. *Required.*
5. Transcription headset. *Required.*

I. Week/Unit/Topic Basis:

Week	Topic
1	Orientation to course <i>Business Communication</i> Chapter 1 – Understanding the Communication Process <i>Machine Transcription</i>

- Chapter 1 – Machine Transcription
- 2 ***Business Communication***
Chapter 1 (*continued*) – Understanding the Communication Process
Machine Transcription
Chapter 2 – Transcription Agreement Principles
Chapter 3 – Transcription Agreement Problems
- 3 ***Business Communication***
Chapter 2 – Planning Written Business Messages
Machine Transcription
Chapter 4 – Hotel Services and Recreation
- 4 ***Business Communication***
Chapter 2 (*continued*) – Planning Written Business Messages
Machine Transcription
Chapter 5 – Media and Entertainment
- 5 **Transcription Test One – Chapters 1-5**
Business Communication
Chapter 3 – Developing Business Messages
Machine Transcription
Chapter 6 - Banking
- 6 ***Business Communication***
Chapter 3 (*continued*) – Developing Business Messages
Machine Transcription
Chapter 7 - Insurance
- 7 ***Business Communication***
Chapter 4 – Writing Positive and Neutral News Messages
Machine Transcription
Chapter 8 – Global Manufacturing
- 8 ***Business Communication***
Chapter 4 (*continued*) – Writing Positive and Neutral News Messages
Machine Transcription
Chapter 9 – Travel and Tourism
- 9 ***Business Communication***
Chapter 5 – Writing Bad News Messages
Machine Transcription
Chapter 10 – Electronic Publishing
- 10 **Transcription Test Two – Chapters 6-10**
Business Communication
Chapter 5 (*continued*) – Writing Bad News Messages
Machine Transcription
Chapter 11 – Real Estate and Property Management
Chapter 12 - Computers
- 11 ***Business Communication***
Chapter 6 – Writing Persuasive Messages
Machine Transcription
Chapter 13 – Human Resource Management

- 12 ***Business Communication***
 Chapter 6 – Writing Persuasive Messages (continued)
 Machine Transcription
 Chapter 14 – Electronic Communications
- 13 ***Business Communication***
 Chapter 7 – Writing Employment and Special Messages
 Machine Transcription
 Chapter 15 – Advertising and Marketing
- 14 ***Business Communication***
 Chapter 7 – Writing Employment and Special Messages (continued)
- 15 **Transcription Test Three – Chapters 11-15**

II. Course Objectives*:

- A. Demonstrate proper utilization of dictation/transcription audio technology. VII
- B. Employ proper techniques of dictation/transcription to produce accurate mailable correspondence. I, II, III, VI, VII, X, XI
- C. Proofread accurately for grammatical and contextual errors. X

*Roman numerals after course objectives reference goals of the OST program.

III. Instructional Processes*:

Students will:

1. Transcribe business letters, memos, and reports using word processing software. *(Technological Literacy Outcome, Active Learning Strategy)*
2. Refine listening skills by transcribing business documents from dictation. *(Communication Outcome, Technological Literacy Outcome, Active Learning Strategies)*
3. Review and apply language arts skills when transcribing business documents. *(Communication Outcome, Technological Literacy Outcome, Active Learning Strategy)*
4. Expand business vocabulary by completing weekly word study assignments. *(Communication Outcome)*
5. Use reference materials to complete acceptable business documents. *(Technological Literacy Outcome)*
6. Internalize the work ethic by regularly attending class, being punctual, being dependable, cooperating with the teacher and other classmates, and acting in a professional manner while in class. *(Transitional Strategy, Active Learning Strategy)*

*Strategies and outcomes listed after instructional processes reference TBR's goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and

encouraging students to take active and responsible roles in the educational process.

IV. Expectations for Student Performance*:

Upon successful completion of this course, the student should be able to:

1. Identify and use properly the different parts of machine transcription equipment. (A)
2. Describe the difference between a centralized and decentralized system of dictation equipment. (A)
3. Identify and use properly the different parts of machine dictation equipment. (A)
4. Identify optional features on machine dictation and transcription equipment. (A)
5. Display the proper listening techniques for both transcription and dictation. (B)
6. Operate machine transcription equipment properly by keying continuous while listening in thought units. (B)
7. Understand and use the dictation techniques of order, voice, identification, visualization, and simple-talk language. (B)
8. Produce first-time mailable copy of letters, memorandums, and reports in proper format. (B)
9. Organize work properly for the dictation/ transcription process by displaying the proper desk arrangement, machine setup, and time schedule. (B)
10. Identify and use properly reference materials that are available to dictators and transcribers. (C)
11. Identify and use proofreaders' marks. (C)
12. Refer to reference texts, if necessary, to use correct punctuation marks and capitalization rules in both dictation and transcription. (C)
13. Refer to reference texts, if necessary, to construct sentences properly using complete sentences, subject-verb agreement, and proper tense. (C)
14. Identify and spell properly the vocabulary used in different business organizations. (C)

*Letters after performance expectations reference the course objectives listed above.

V. Evaluation:

A. Testing Procedures: 50% of grade

1. Two timed chapter transcription tests: 15% each
2. Timed transcription final exam: 20 %

B. Laboratory Expectation:

N/A

C. Field Work:

N/A

D. Other Evaluation Methods: 50% of grade

1. Homework: 10%
2. Grammar/Spelling/Chapter Quizzes: 20%
3. Transcription: 20%
Transcripts will be graded on completion and grammar, punctuation, document style, spelling, word division, correctness and other language arts skills as they relate to business communications.

E. Grading Scale:

A	93 - 100
B+	90 - 92
B	85 - 89
C+	80 - 84
C	75 - 79
D	70 - 74
F	Below 70

VI. Policies:

A. Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. (*Pellissippi State Online Catalog*)

B. Academic Dishonesty:

Plagiarism, cheating, and other forms of academic dishonesty are prohibited. A student guilty of academic misconduct, either directly or indirectly through participation or assistance, are immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions which may be imposed through the regular Pellissippi State procedures as a result of academic misconduct, the instructor has the authority to assign an F or a zero for the exercise or examination or to assign an F in the course. (*Pellissippi State Online Catalog*)

C. Accommodations for disabilities:

Students who need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 134 or 126 or by phone: 694-6751(Voice/TTY) or 539-7153. More information is available at www.pstcc.edu/departments/swd/

D. Other Policies:

Students must have a valid PSTCC ID to be presented on demand to gain access to PSTCC facilities.

Computer Usage Guidelines:

College-owned or –operated computing resources are provided for use by students of Mississippi State. All students are responsible for the usage of Mississippi State’s computing resources in an effective, efficient, ethical and lawful manner. (*Pellissippi State Online Catalog*)