PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE
MASTER SYLLABUS

BUSINESS COMMUNICATIONS I
OST 2350

Class Hours: 3.0            Credit Hours: 3.0
Laboratory Hours: 0.0
Date Revised: Fall 1998

This college-level course is structured as a lecture-format class. You will be expected to do lab work in addition to class time to complete assignments. Some time will be allowed to complete assignments in class; however, outside time will also be required. Check open lab hours as posted.

Catalog Course Description:
A study of business communications, including correct document format, document style, and language usage. Emphasis is on conciseness, readability, and audience. Computers are used for creation of documents.

Entry Level Standards: None

Prerequisites:
ENG 1010 and OST 1100 and OST 1005 or 1221

Textbook(s) and Other Reference Materials Basic to the Course:

Effective Communication for Colleges, Seventh Edition by Clarice Brantley and Michele Miller, South-Western Publishing Co.
One 3.5" 1.44 Mb high-density disk

I. Week/Unit/Topic Basis (Tentative Schedule):

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Orientation to Course; English Skills Diagnostic Pretest; Using The Gregg Reference Manual; Communication Skills for the Processing of Words (Reiff); Units 1-3; Comma; Review E-Mail</td>
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<tr>
<td>2</td>
<td>Communication and Electronic Technology (Brantley-Miller); Unit 1; (Reiff); Units 1-3 Concluded; Using the Internet</td>
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<tr>
<td>3</td>
<td>Using the Internet (Continued); TEST (Reiff); Units 1-3; Basic Qualities of Effective Messages (Brantley-Miller); Unit 2</td>
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<tr>
<td>4</td>
<td>Basic Qualities of Effective Messages (concluded); TEST (Brantley-Miller; Units 1-2)</td>
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II. Course Objectives*:

A. Recognize the need for effective communication skills to succeed in academic, work, and social environments. IV, VI, IX, X, XI, XII

B. Plan and develop messages that achieve the message objective and maintain goodwill by using the Communication-by-Objective approach, an appropriate message strategy, and basic message qualities. IV, VI, IX, X, XI XII

C. Develop acceptable communication skills to produce clear, complete, accurate messages. I, II, III, IV, IX, X, XI, XII

D. Use message strategies and formats appropriate for business communication situations. I, II, III, IV, IX, X, XI, XII

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

III. Expectations for Student Performance*:

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

1. Discuss the responsibilities of the sender and the receiver in communicating effectively. A

2. Identify communication barriers and discuss effective communication skills. A

3. Locate and use standard references helpful to the business communicator. A

4. Identify situations for which good news messages are appropriate and identify instances when using negative words in a persuasive message to achieve a favorable response may be appropriate. A
5. List and explain each of the eight steps of the Communication-by-Objectives approach. B
6. Discuss the direct and indirect patterns of organization and general message applications. B
7. Organize ideas using the direct or indirect pattern in the traditional or indented outline format. B
8. Apply appropriate sentence and paragraph construction and placement to achieve a favorable reader response. B
9. Compose the rough draft of a message following the Communication-by-Objectives approach. B
10. Edit and proofread a rough draft using suggested guidelines and proofreader's marks to prepare the final message. B
11. Apply the Communication-by-Objectives approach to write good news and neutral news messages, bad news messages, nonroutine messages, and sales message. B
12. Apply the Communication-by-Objectives approach, qualities of business messages, and appropriate message patterns to compose written business letters and instructions. B
13. Compose messages that show the you attitude. C
14. Change negative statements to positive statements. C
15. Rewrite messages to limit the uses of it and there and to change passive voice to active voice. C
16. Verify spelling in messages and select correct word and phrase usage. C
17. Compose a message that meets the criteria for the six basic qualities--courtesy, clarity, conciseness, concreteness, correctness, and completeness. C
18. Identify letter parts and arrange letter parts in correct positions in all four letter formats: block, modified block, AMS simplified, and modern simplified. D
19. Address envelopes according to postal regulations. D
20. Arrange memorandums in formal, simplified or modern simplified format. D
21. Identify and explain the use of correct grammar, punctuation, capitalization, and number form. D
22. Discuss how to build and maintain goodwill in good news and neutral news messages, and write good news and neutral news messages following the good news strategy. D
23. Use passive voice construction to promote diplomacy and to maintain goodwill in bad news messages, and emphasize the positive rather than the negative when writing bad news messages. D
24. Define, discuss, and apply the persuasive strategy AIDA to nonroutine messages and sales messages. D
25. Compose a resume that reflects the student's individuality using appropriate resume guidelines. D
26. Correctly complete an application form. D
27. Apply the Communication-by-Objectives approach and the persuasive strategy to compose an application letter. D

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

A. Testing Procedures:

Tests given over the concepts and main ideas presented in each unit may include any of the following: Objective tests, application tests, quizzes, and word definition tests. Application tests will include message revision or original message composition and will be graded as follows:

- 30 points for thought content
- 15 points for English usage
- 5 points for format
- 50 POINTS TOTAL

B. Laboratory Expectations:

Unit exercises, application exercises, and composition exercises will be assigned as progression through each unit is made. Some exercises will be completed in written form outside of class and other exercises will be completed on the computer during class or outside of class. GRADING OF ALL EXERCISES WILL BE ON A POINT BASIS. Students will also be given practice exercises that will be checked but not graded so that the student may have sufficient practice before being graded.

C. Field Work:

A student may earn up to 20 extra credit points by finding and marking errors found on real business letters (must be actual business letters or copies of a real letter—not advertising material). Errors on business letters must be marked and discussed by student. Student will receive two points per letter for all errors marked or one point per letter if an unmarked error is found on the letter after it has been received by the instructor from the student.

D. Grading Scale:

Accumulated points will be calculated and applied on a percentage basis to the following grading scale:

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

V. 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.

B. Academic Dishonesty:

Plagiarism, cheating, and other forms of academic dishonesty are prohibited. Students 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.