

# North Central Michigan College

## NCMC MASTER COURSE SYLLABUS

Last Date Revised 11/2/2010

**INSTRUCTIONAL AREA: Occupational**

**DEPARTMENT: Business**

**ASSOCIATE DEAN: Robert J. Marsh**

**ORIGINATOR: Robert Marsh/Helen Leithauser**

**DEAN OF INSTRUCTION: Christine Hammond, Ph.D.**

**COURSE ALPHA/NUMBER: B 110**

**COURSE TITLE: Business Communication Essentials**

**HOURS OF INSTRUCTION:**

Credit hours: 3

Lecture: 3

Lab: 0

Clinical: 0

Variable Hours: 0

Total Hours of Instruction: 3

Total Contact Hours: 52.8

*(Total Contact Hours Formula: (lecture hours + lab hours) x 17.6*

**CATALOG DESCRIPTION:**

Provides a basic introduction to oral and written communication as they are used in a business setting. Students will identify, analyze and practice effective methods of communicating information in the workplace as well as learn how to deal with barriers to proper communication. How to prioritize and choose between paper-based and electronic communication will also be covered.

**PREREQUISITE(S): None**

**COREQUISITE(S): None**

**GENERAL EDUCATION DISTRIBUTION AREA:**

Communications, Writing

Natural Science Group A

Communications, Communications

Natural Science Group B

Humanities Group A

Social Science Group A

Humanities Group B

Social Science Group B

Mathematics

Non Applicable

**GENERAL EDUCATION OUTCOMES:**

Write and Speak Effectively

Think Critically & Analytically

Write & Speak Effectively and Think Critically & Analytically

Non Applicable

**COURSE OBJECTIVES AND OUTCOMES:**

- Demonstrate basic written and oral communication skills *commensurate with an entry level position in the workplace*
- Demonstrate a basic understanding of layout and composition of standard business correspondence
- Demonstrate a basic understanding of the appropriateness of various communication channels (face-to-face, written, phone, email/electronic)
- Identify barriers to effective communication and methods to overcome them

**METHODS OF INSTRUCTION:** Lecture, in class role-playing exercises, group and individual activities, out of class assignments, real-world examples.

**METHODS OF EVALUATION:** Papers, presentations (speeches), exams, participation.

**REQUIRED TEXT AT TIME OF COURSE ADOPTION/REVISION:**

TEXTS:

OPTIONAL SUPPLEMENTARY MATERIALS:

**Reasonable accommodations can be provided for students with documented disabilities.**

**Please contact Learning Support Services for assistance: (231)348-6817.**

**SUGGESTED TIME ALLOWANCE AND SEQUENCE OF INSTRUCTION:**

*(List general content description of what is being covered each week)*

*(If you need more than one line for a week, hit enter at the end of row; second line will begin)*

WEEK 1	Introduction Elements of effective communication: verbal, non-verbal, process
WEEK 2	Barriers to effective communication <ul style="list-style-type: none"> <li>● Listening skills</li> <li>● Understanding differences (diversity)</li> <li>● Hidden messages: how to identify and how to respond</li> <li>● Appropriate response: how to give and receive feedback</li> </ul>
WEEK 3	Practice communication skills: one-on-one, group
WEEK 4	Motivation <ul style="list-style-type: none"> <li>● Self motivation</li> <li>● Evaluating skills &amp; interests</li> <li>● Effective use of skills</li> <li>● Communicating skills</li> <li>● Motivation of groups</li> <li>● Working in teams</li> </ul>
WEEK 5	Organizational Communication <ul style="list-style-type: none"> <li>● Developing an open communication climate</li> <li>● Using an audience-centered approach</li> <li>● Cross-cultural communication</li> <li>● Using technology</li> </ul>

WEEK 6	<p>Understanding Format &amp; Layout of Common Business Documents</p> <ul style="list-style-type: none"> <li>● E-mail</li> <li>● Memos</li> <li>● Letters</li> <li>● Reports</li> <li>● Policy manuals</li> </ul>
WEEK 7	<p>Communication Planning</p> <ul style="list-style-type: none"> <li>● Defining the purpose of your message</li> <li>● Analyzing the audience</li> <li>● Selecting the appropriate medium</li> </ul>
WEEK 8	<p>Composing Your Message (Students develop a document they anticipate using in the work place.)</p> <ul style="list-style-type: none"> <li>● Obtaining accurate information</li> <li>● Organizing your ideas</li> <li>● Formulating the message</li> </ul>
WEEK 9	<p>Reviewing Your Document: Seeing the Big Picture</p> <ul style="list-style-type: none"> <li>● Evaluating content</li> <li>● Reviewing style &amp; readability</li> <li>● Practice in groups: audience evaluation &amp; recommendations</li> </ul>
WEEK 10	<p>Revising Your Document: Polishing the Details</p> <ul style="list-style-type: none"> <li>● Proofreading for common errors</li> <li>● Use (and avoiding misuse) of computer programs, such as spell and grammar check</li> <li>● Formatting for best presentation</li> </ul>
WEEK 11	<p>Presenting Your Message: Practice</p> <ul style="list-style-type: none"> <li>● Small group critiques of business documents</li> <li>● Presentation to full group</li> <li>● Analyzing audience reaction</li> <li>● Recommendations for future communications</li> </ul>
WEEK 12	<p>Working Examples of Common Documents</p> <ul style="list-style-type: none"> <li>● Quarterly reports</li> <li>● Grant reports</li> <li>● Instructional memos</li> <li>● Policy manuals</li> </ul> <p>Resources for Common Documents</p> <ul style="list-style-type: none"> <li>● Templates</li> <li>● Samples</li> <li>● Internet sites</li> </ul>
WEEK 13	<p>Community Resources for Communication &amp; Promotion</p> <p>Speakers &amp; materials from:</p> <ul style="list-style-type: none"> <li>● Newspapers</li> <li>● Score</li> <li>● Small Business Development Agencies</li> <li>● Chambers of Commerce</li> </ul>
WEEK 14	<p>Organizational and personal barriers to communication</p> <ul style="list-style-type: none"> <li>● Myths about Stress and Time Management</li> <li>● Major Causes of Workplace Stress</li> <li>● Identify your Biggest Time Wasters</li> </ul>
WEEK 15	<p>Organizational and personal barriers to communication</p> <ul style="list-style-type: none"> <li>● Recognize Common Symptoms of Poor Stress and Time Management</li> <li>● Use Wise Principles of Good Stress and Time Management</li> <li>● Practice Simple Techniques to Manage Stress</li> </ul>

WEEK 16	<b>Barriers to communication – Time Management</b> <ul style="list-style-type: none"><li>● Practice Simple Techniques to Manage Time</li><li>● Priority Planning &amp; Decision-making under pressure</li><li>● Simplify filing: paper and electronic</li><li>● Are we there yet? Tools for continuous assessment and improvement.</li></ul>
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APPROVED FOR ADOPTION/REVISION BY THE CRD/AP COMMITTEE ON \_\_11/08/10\_\_