



Course Syllabus
SEMESTER
School of Business, Hospitality Management, and Public Safety

Course Name:	Business and Professional Communication
Course & Section Number:	OAD 110-XXX
Meeting Day(s) & Time(s):	
Credits:	3
Contact Hours:	3
Instructor's Name:	
Office Hours & Location:	
OCC Phone:	
OCC Email:*	
Additional Contact Information:	School of Business, Hospitality Management, and Public Safety 567-661-7280

*Please use only Owens email for course communications.

Catalog 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.

Prerequisite: (ENG 111 or ENG 111P) and (IST 100 or IST 131)

Corequisites: None

Course Materials:

The Cengage Unlimited package is required and can be purchased by going to the Owens Community College e-Campus Bookstore by accessing the online link, called “[Find Books]” on the course schedule for each course section. See the following example.

The Cengage Unlimited package will allow you to access the following two textbooks along with access to the MindTap website which are all required for this course. You just need to determine if you want to purchase access for 4 or 12 months (depending on if you think you will be using Cengage textbooks for other courses in following semesters). This is a much cheaper option than purchasing each textbook and MindTap access individually.

Cengage Unlimited will provide access to eBooks and MindTap (also access to many other Cengage textbooks that may be used in other courses) for a one-time fee of \$179.99 for 4 months or

\$279.99 for 12 months. If not using financial aid and want to avoid bookstore markup, you may purchase from https://www.cengage.com/unlimited/?gad_source=1&gclid=EAIaIQobChMIjeOL9qrkigMVEUHAR2UjQvuEAAAYASAAEgJJGvD_BwE for \$149.99 for 4 months and \$229.99 for 12 months.

The textbooks that will be used in the Cengage Unlimited include:

Essentials of Business Communication, 12th Edition, Guffey and Loewy. South-Western Cengage Learning, 2023. ISBN: 978-0-357-71497-3

Shelly Cashman Series Microsoft Office 365 & Outlook 2021 Comprehensive, Hoisington. Cengage Learning, 2020. ISBN 978-0-3-67721-6

What You Will Learn in the Course

Course Objectives:

1. This course will reinforce current knowledge of the principles of grammar and editing skills in the practical application of creating business documents.
2. This course will present email and its features.
3. This course will introduce effective job interviewing skills and follow-up procedures.

Student Learning Outcomes:

Outcome	Where Assessed
1. Using assignments and tests, demonstrate 80% proficiency in creating e-mail, contacts, and tasks.	Outlook Modules 1, 3 & 4, Unit 3 Test
2. Using assignments and tests, demonstrate 80% proficiency in illustrating the ability to write business correspondence that is audience-oriented, purposeful, and economical.	Editing Challenges and Chapters 6-8 Written Correspondence Assignments
3. With 80% accuracy, compose, edit, and format various types of letters such as persuasive, routine, goodwill, sales, information, claim, and negative at an acceptable level.	Chapters 6-8 Written Correspondence Assignments
4. Demonstrate appropriate interviewing skills.	Chapters 13 & 14 Assignments, Mock Interview
5. Create an error-free resume and application letter for the job search process.	Resume and Cover Letter Assignments
6. Compose, edit, and format informal reports.	Chapter 9 Informal Report Assignment

Program Outcomes:

Outcome	Where Assessed
BUMT-- Demonstrate effective oral communication skills using the delivery methods appropriate to the business environment.	Mock Interview Assignment

Institutional General Education Competencies:

As a student at Owens Community College, you will take General Education courses as part of your degree program. While specific to the General Education courses, will be reinforced in many of your degree program major courses and may be measured in your capstone course(s) and others as identified.

Competency	Where Assessed
Communicate effectively.	Editing Challenges and Chapters 6-8 Written Correspondence Assignments
Act with professional responsibility.	Mock Interview Assignment
Demonstrate sensitivity to others' beliefs and values.	Discussion Boards
Think analytically, critically, and creatively.	Chapters 6-8 Written Correspondence Assignments

Technology, Lab, and File Requirements:

You will need access to a computer with camera/sound, reliable Internet connection, and capability to create Microsoft Word documents. In addition, Outlook 2021 will be used. Please note Office 365 is available for free to students at www.owens.edu/office365 or may be accessed using computer labs on campus.

Academic Support

Disability Services Resource Center: If you have a disability or acquire one, you may be entitled to receive reasonable accommodations intended to assure you an equal opportunity to participate in and benefit from the program. To receive more information or to register for accommodations, please contact the Disability Resource Center at 567-661-7007, email disability@owens.edu, visit <https://www.owens.edu/disability/>, or stop by College Hall 124.

Tutoring Services: Owens Community College offers academic tutoring and assistance in a variety of subjects including accounting, computing, economics, mathematics, science, and writing. For more information go to: <https://www.owens.edu/successcenters/>.

Counseling Services: Counseling Services provides assistance to students experiencing personal, educational, interpersonal/relationship, family, social, or psychological difficulties. If you feel you may benefit from this service, please contact them at counselingservices@owens.edu. More information is at <https://www.owens.edu/counseling/>.

Campus and Community Connections: The Center for Campus and Community Connections (College Hall 123) is a walk-in office created to provide retention support through resource stability initiatives and community connections. Go here for more information: <https://www.owens.edu/connection/> or contact connections@owens.edu

Owens Library: The Owens Library offers two locations (Toledo and Findlay) as well as online resources. For more information visit <https://www.owens.edu/library/>.

Students can find more information on campus resources, student support, student life, and security at this [link](#).

General Information

Student Code of Conduct: All students are expected to follow Owens Community College's Student Code of Conduct, which includes academic honesty, encompassing plagiarism. See the Board Policy for more information.

Anti-Discrimination and Harassment & Title IX/Sexual Misconduct: All students, faculty, and staff are expected to follow Owens Community College's Anti-Discrimination and Harassment Policy and the College's Title IX Policy/Sexual Misconduct Procedures and Guidelines. The College strictly prohibits and will not tolerate harassment, discrimination, intimidation, or hostile/offensive working or learning environments.

Religious Accommodations: A student seeking an accommodation for an absence permitted under Ohio's Testing Your Faith Act must provide the instructor with a written email notice with the specific dates for an absence, and must do so not later than fourteen (14) days after the first day of instruction. Alternative accommodations are not retroactive, and no academic penalty will be imposed for an absence under the policy*. The request for an alternative accommodation will be kept confidential. Students with questions about a religious accommodation under Ohio's Testing Your Faith Act may contact the College's Office of Academic Affairs: provost@owens.edu. The policy may be found on the Owens website: [3358:11-2-63 Accommodation](#) for a Student Absence for the Observance of Religious Beliefs and Practices Policy

Document Collection: Throughout the semester, your instructors may ask for a variety of assignments including tests and/or quizzes for student learning of institutional general education competencies or program assessment. Please save all your class materials until the end of the semester.

Classroom Admittance: OCC classes shall only be attended by the officially registered OCC students or prospective students, instructor of record, guest lecturer, or substitute. Visitors are not permitted to be in the classroom and should not be invited to attend or participate in the class. See [FERPA](#) regulations for more information.

Use of AI Tools: In this course, students are encouraged to explore and utilize generative AI tools, such as chatbots, text generators, paraphraser, etc., as part of their learning and coursework. Proper attribution and transparency about your usage of an AI tool are expected. Here are some examples of ethical and responsible generative AI use.

- Use AI tools only for tasks that are appropriate for your level of learning and understanding. Do not use AI tools to replace your own thinking or analysis, or to avoid engaging with the course content.
- Cite any AI tools you use properly, following the citation style specified by the instructor. APA Example:
 - OpenAI. (2024). *ChatGPT* (Mar 14 version) [Large language model]. <https://chat.openai.com/chat>
- Provide evidence of how you used the AI tool and how it contributed to your assignment. Explain what you learned from the AI tool, how you verified its accuracy and reliability, how you integrated its output with your own work, and how you acknowledged its limitations and biases.
- Take full responsibility for any mistakes or errors made by the AI tool. Do not rely on the AI tool to produce flawless or correct results. Always check and edit the output before submitting your work. If you discover any inaccuracies or inconsistencies in the output after submission, notify the instructor immediately and correct them as soon as possible.
- If you are working on a group assignment, discuss the use of AI tools with your group members and agree on how you plan to use them and how you will be transparent with the instructor regarding their use.

If you have any questions about what constitutes ethical and responsible use of AI tools, please consult with the instructor before submitting your work.

Student Responsibilities & Instructor Expectations

Contact the Owens Help Desk **(567) 661-7120** if you are experiencing technical issues with your username and/or password or having navigational issues in Blackboard.

E-mail is the best method to contact me outside of my office hours, which are listed above. I expect questions and that's okay. Don't hesitate! Reach out when you need to.

Email me with personal questions. You must use your Owens student email to ensure FERPA is followed.

***I WANT YOU TO DO YOUR BEST IN THIS CLASS. IF YOU HAVE ANY QUESTIONS OR NEED ANY HELP, PLEASE CONTACT ME, SO I CAN ASSIST YOU. ***

Cheating will be governed under the provisions in the *College Catalog*.

Attendance Policy: Attendance for this web course is based on your logging into Blackboard and completing the necessary assignments. In order to receive attendance verification for this class for financial aid purposes, all assignments required for the first due date must be completed by that due date.

Class work, Homework, and Quizzes: Various assignments will be assigned at the completion of each chapter and can be found under the Assignments link in Blackboard.

You must use the Blackboard website to submit your files electronically to me. Assignments must be submitted using the Assignments section of Blackboard (unless instructed otherwise).

Late Work & Make Up Policy: Students are to be familiar with the assignment calendar and submit homework on time. **Weekly assignments are due Tuesday night at midnight after assigned.** Late assignments will not receive credit. Make-up work will be allowed at the discretion of the instructor, and *only* upon submission of a verifiable reason for missing the work. A “reason” means unavoidable or legitimate circumstances beyond the control of the student.

Assessments: These will be completed in Blackboard.

NOTE: **DATE is the last day students can drop the course without receiving an official letter grade.** Please consult with your academic advisor prior to end of semester to review options.

Grading assignments: Assignments that are submitted by the due date will be graded and returned/recorded in the grade center before the next due date, which is one week.

Answering emails: The best way to contact me is via email at **EMAIL**. I will do my best to respond to your emails within 24 hours on weekdays and within 48 hours on weekends.

- I check my email several times a day. (I will post on the Announcements on Blackboard, if I am not going to be able to check my email for extended periods of time during a day or days.) Phone messages left on my voice mail (The number on the on the front page of the syllabus) may be delayed due to office hours. Please only use your Owens email account to contact me.

Office hours: These posted times are designated for me to be available to meet with and assist you, outside of normal class time, with any concerns/questions you may have regarding this course or program.

Facilitating successful completion of the course: I welcome questions, concerns, and experiences relevant to the topic, course, and/or professional field. We learn from each other. Please don't hesitate to see me during office hours or email me. If I feel that there is a need, I will reach out to the student or class as a whole to address that need. I will make referrals to other campus resources as needed. I am aware that life is happening and this class is not the only thing you have going on.

Read through the material, watch the videos, and practice the activities in this class. If you need study tips, Owens has resources to help get you off to a great start!

How Grades are Determined and Major Assignments

Evaluation Measure	Outcomes Assessed	Value
Discussion Boards	1, 2, 3, 4, 5, 6	42 points
MindTap Chapter Assignments	1, 2	423 points
Editing Challenges/Writing Emails	1,2, 3	210 points
Justification Report	6	100 points
Virtual Mock Interview/Job Preparedness Documents	3, 4, 5	200 points
Tests	1, 2	177 points
Outlook Assignments	1	236 points
Total		1388 points

The final course grade is to be computed using the following weights.

Evaluation Measure	Value	Student Learning Outcome Assessed
Discussion Boards	3%	1, 2, 3, 4, 5, 6
MindTap Chapter Assignments	30%	1, 2
Editing Challenges/Writing Emails	15%	1,2, 3
Justification Report	7%	6
Virtual Mock Interview/Job Preparedness Documents	14%	3, 4, 5
Tests	13%	1, 2
Outlook Assignments	17%	1

Grading Scale and Procedure:

Grade	Points
A	1249-1388
B	1110-1248
C	971-1109
D	832-970
F	0-831

Grades will be calculated on the following scale.

90% and Above	A
80% to Less than 90%	B
70% to Less than 80%	C
60% to Less than 70%	D
Less Than 60%	F

Important Dates to Remember

Please see <https://www.owens.edu/academics/academic-calendar/> for important dates in the semester.

Important Dates to Remember (for 8-week classes): SEMESTER	
DATE	Semester Begins
DATE	Last day to ADD 8-week classes (w/o faculty signature)
DATE	Last day to DROP (100% refund)
DATE	Last day to DROP (60% refund)
DATE	Last day to DROP (50% refund)
DATE	Last Day of Classes
DATE	Last Day to Drop Course Without a Letter Grade

Tentative Class Assignments:

Due Date	Assignment (See Blackboard Weekly Assignments link for specific assignment directions)
Week 1	<i>Chapter 1: Communicating in the Digital Workplace (Review on own—no specific assignments due from this chapter)</i> Unit 2 The Business Writing Process in the Digital Age Chapter 2: Planning Business Messages
Week 2	Chapter 3: Organizing and Drafting Business Messages
Week 3	Chapter 4: Revising Business Messages
Week 4	Unit Test I Chapters 1-4 Chapter 5: Short Workplace Messages and Digital Media
Week 5	Chapter 6: Positive and Neutral Messages
Week 6	Chapter 7: Bad-News Messages
Week 7	Chapter 8: Persuasive Messages Mock Virtual Interview Sign Up & Draft Resumes
Week 8	Test Chapters 5-8
Week 9	Chapter 9: Informal Reports Chapter 10: Proposals and Formal Reports
Week 10	Informal Report Work Time Submit corrected copies of resumes
Week 11	Chapter 13: The Job Search, Resumes and Cover Messages
Week 12	Chapter 14: Interviewing and Following Up
Week 13	Mock Interviews Outlook Module 1
Week 14	Outlook Modules 2 & 3
Week 15	Outlook Modules 4 & 5
Week 16	Unit 3 Test Chapters 9-10, 13-14 and Outlook

Disclaimer: The instructor reserves the right to amend this syllabus as deemed necessary and will communicate such amendment to the students in the course. Please note that while unlikely, there is a

possibility courses might need to change the delivery method due to external issues like public health concerns, weather issues, etc. If this happens, the college will communicate any changes via email and/or other communication methods.