**ESSEX COUNTY COLLEGE**

**Business Division**

**OCT 121 *–* Business Communication**

**Course Outline**

**Course Number & Name:**  OCT 121 Business Communication

**Credit Hours:**  3.0 **Contact Hours:**  3.0 **Lecture:** 3.0 **Lab:**  N/A **Other:**  N/A

**Prerequisites**:  Grade of “C” or better in OCT 106 or placement

**Co-requisites:** ENG 096 and RDG 096 **Concurrent Courses:** None

**Course Outline Revision Date:**  Fall 2010

**Course Description**: This course reviews in a practical, step-by-step manner the major areas of grammar and language arts skills, including spelling and business terminology. Students are presented rules, examples, and intensive practice materials relating to improvement of communication skills at the business and professional level.

**Course Goals:** Upon successful completion of this course, students should be able to do the following:

1. utilize correct language arts skills in composing and editing business documents;

2. correctly word process a variety of business correspondence; and

3. utilize acceptable proofreading skills.

**Measurable Course Performance Objectives (MPOs)**: Upon successful completion of this course, students should specifically be able to do the following:

1. Utilize correct language arts skills in composing and editing business documents:

1.1 *apply comma rules for parenthetical expressions, appositive words and phrases, direct address, items in a series, introductory phrases and clauses, and independent clauses joined by a conjunction;*

1.2 *apply usage rules for commas and coordinate adjectives, commas and nonrestrictive clauses, commas and afterthoughts, dashes and sentence interruptions, and hyphens and compound adjectives;*

1.3 *apply semicolon rules for replacing conjunctions, conjunctions in compound sentences, transitional words or phrases in compound sentences and items in a series;*

1.4 *apply usage rules for apostrophes, colons, and quotation marks;* and

1.5 *use homonyms, numbers, capitalization, and pronouns appropriately*

**Measurable Course Performance Objectives (MPOs)** (continued):

2. Correctly word process a variety of business correspondence:

2.1 *format business letters, personal-business letters, memos and e-mail messages;* and

2.2 *format* *business reports, itineraries, and minutes of meetings*

3. Utilize acceptable proofreading skills:

3.1 *use proofreaders’ marks appropriately;* and

3.2 *format rough-draft documents with minimal typographical, grammatical, spelling, and format errors*

**Methods of Instruction**: The instruction will consist of presentations of the principles for each unit, computer lab assignments, and individual study and practice.

**Outcomes Assessment:** Assignments, achievement test and exam questions are blueprinted to course objectives. Data is collected and analyzed to determine the level of student performance on these assessment instruments in regards to meeting course objectives. The results of this analysis are used to guide necessary pedagogical and/or curricular revisions.

**Course Requirements:** All students are required to:

1. Maintain regular attendance.

2. Complete assigned homework and application projects by due date.

3. Take part in class discussions.

4. Take all tests and exams as scheduled; these include a minimum of six class tests and a cumulative departmental final exam.

**Methods of Evaluation:** Final course grades will be computed as follows:

**% of**

**Grading Components final course grade**

* **Classwork/Assignments 50%**

Assignments given strengthen students’ skills and frequently simulate actual office systems practices. They are evaluated on quality, quantity, and timeliness and indicate the extent to which students master course objectives.

* **6 or more Achievement Tests** (dates specified by the instructor) **30%**

These tests show evidence of the extent to which students meet the course objectives, including but not limited to spelling, formatting, communication skills, advanced keyboarding, word processing information, and proofreading.

**Methods of Evaluation** (continued):

**% of**

**Grading Components final course grade**

* **Final Exam**  **20%**

The **comprehensive departmental** final exam will include material from units 1 through 18. This exam will show evidence of the extent to which students have understood and achieved all course objectives.

**Academic Integrity:** Dishonesty disrupts the search for truth that is inherent in the learning process and so devalues the purpose and the mission of the College. Academic dishonesty includes, but is not limited to, the following:

* plagiarism – the failure to acknowledge another writer’s words or ideas or to give proper credit to sources of information;
* cheating – knowingly obtaining or giving unauthorized information on any test/exam or any other academic assignment;
* interference – any interruption of the academic process that prevents others from the proper engagement in learning or teaching; and
* fraud – any act or instance of willful deceit or trickery.

Violations of academic integrity will be dealt with by imposing appropriate sanctions. Sanctions for acts of academic dishonesty could include the resubmission of an assignment, failure of the test/exam, failure in the course, probation, suspension from the College, and even expulsion from the College.

**Student Code of Conduct:** All students are expected to conduct themselves as responsible and considerate adults who respect the rights of others. Disruptive behavior will not be tolerated. All students are also expected to attend and be on time for all class meetings. No cell phones or similar electronic devices are permitted in class. Please refer to the Essex County College student handbook, *Lifeline*, for more specific information about the College’s Code of Conduct and attendance requirements.

**Course Content Outline:** based on the text **Communication Skills for the Processing of Words**, 5th edition, by Reiff, Rosanne, PhD; published by South-Western Educational Publishing, 2005. ISBN #: 0-538-43954-8

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| **Week** | **Content/Topics** | **Lessons** |
| 1 – 2 | Review class syllabus and log-in procedure  **Unit 1: Commas**, Parenthetical Expressions, Appositives, Additional Explanatory Expressions, Direct Address  Sentence Exercise, Dictionary Usage, and Word Processing Assignments | 1 |
|  | **Unit 2: Commas (Continued)**, Items in a Series, Introductory Phrases and Clauses, Conjunctions  Sentence Exercise, Dictionary Usage, Word Processing Assignments | 2 |
| 3 – 4 | **Unit 3: Commas (Concluded), Dashes, and Hyphens**, Coordinate Adjectives, Nonrestrictive Clauses, Afterthoughts and Sentence Interruptions, Hyphens: Compound Adjectives  Sentence Exercise, Dictionary Usage, Word Processing Assignments  **ACHIEVEMENT TEST 1** (on Units 1, 2, and 3) | 3 |
| 5 | **Unit 4: Semicolons**, Replacing Conjunctions, Before Conjunctions in Compound Sentences, Before Transitional Words or Phrases, Between Items in a Series  Sentence Exercise, Dictionary Usage, Word Processing Assignments | 4 |
| 6 | **Unit 5: Apostrophes**, Possessives: Nouns Not Ending in *s,* Possessives: Plural Nouns Ending in *s*  Sentence Exercise, Dictionary Usage, Word Processing Assignments | 5 |
| 7 | **Unit 6: Apostrophes (Concluded)**, Possessives: Singular Nouns Ending in *s*, Possessives: Joint and Separate Ownership, Contractions  Sentence Exercise, Dictionary Usage, Word Processing Assignments  **ACHIEVEMENT TEST 2** (on Units 4, 5, and 6) | 6 |
| 8 | **Unit 7: Colons**, After Salutations and Between Word Originator’s and Keyboarder’s initials, After *As Follows* and *The Following* in Independent Clauses, After Introductory Independent Clauses, Between Hours and Minutes Expressed in Numerals, Before Quotations That Are Preceded by Independent Clauses  Sentence Exercise, Dictionary Usage, Word Processing Assignments | 7 |
| **Week** | **Content/Topics** | **Lessons** |
| 9 | **Unit 8: Quotation Marks**, Direct Quotations, Quotations After Independent Clauses, Quotation Marks with Periods, Commas, Semicolons, and Colons, Quotation Marks with Question Marks and Exclamation Points, Titles of Publications  Sentence Exercise; Dictionary Usage; Word Processing Assignments | 8 |
| 10 | **Unit 9: Homonyms,** Differentiate between Words that Sound Alike but have Different Meanings  Sentence Exercise, Dictionary Usage, Word processing Assignments  **ACHIEVEMENT TEST 3** (on Units 7, 8, and 9) | 9 |
| 11 | **Units 10 and 11: Numbers,** Numbers from One through Ten and Above, Related Numbers, Numbers at the Beginning of Sentences, Indefinite or Approximate Amounts, Dates, Ordinals, Money Amounts, Adjacent Numbers, Percentages and Time, Building and Street Numbers, Dimensions, Weight, Quantities, and Sizes  Sentence Exercise, Dictionary Usage, Word Processing Assignments | 10 – 11 |
| 12 | **Units 12 and 13: Capitalization,** Parts of Proper Nouns, Organizational Terms, Persons’ Titles Preceding Names, Persons’ Titles Following Names, Persons’ Titles that Stand Alone  Sentence Exercise, Dictionary Usage, Word Processing Assignments  **ACHIEVEMENT TEST 4** (on Units 10, 11, and 12) | 12 – 13 |
| 13 | **Units 14 and 15: Misused Words,** Differentiate between and correctly use Homonyms and Misused Words  Sentence Exercise, Dictionary Usage, Word Processing Assignments  **ACHIEVEMENT TEST 5** (on Units 13, 14, and 15) | 14 – 15 |
| 14 | **Units 16, 17, and 18: Troublesome Pronouns,** Generic Pronouns, Singular Personal Pronouns, Personal Pronouns before Verbs Ending in *–ing*, Relative Pronouns *Who* and *Whom,* Singular and Plural Subjects, Subjects and Verbs Separated by Intervening Words, Collective Nouns  Sentence Exercise Dictionary Usage, Word Processing Assignments  **ACHIEVEMENT TEST 6** (on Units 16, 17, and 18) | 16 – 18 |
| 15 | **Comprehensive Departmental Final Exam** |  |