

# Business Communications



## Jonesboro High School

### 2017-2018 COURSE SYLLABUS

**Career Cluster:** Business Management and Administration

**Career Pathway:** Business & Technology

**Course Title:** Business Communications (07.45100)

**Teacher Web Page:** <http://www.http://nheadwbl.weebly.com/>

**Teacher:** Neva D. Head

**Room Number:** Vocation 2

**School Year:** 2017-2018

**Textbook and Resources:** Business Communication  
Thomas Means, South-Western- Cengage Learning 2016

**Supplemental Text:** Present It for MS PowerPoint!

**Software:** MS PowerPoint and MS Word 2013/GMetrix

**Email:** [neva.head@clayton.k12.ga.us](mailto:neva.head@clayton.k12.ga.us)

**Phone Number:** 770-473-2855

**Tutorial Days:** Tuesday

**Tutorial Hours:** 4:15pm – 4:45pm

**Tutorial Location:** Room Vocation 2

**Class Communication System:** To support out-of-school communication to parents and students, we will use [www.Edmodo.com](http://www.Edmodo.com). To access this application, use the following class code: **3dkme2**

#### **JHS Mission:**

The mission of Jonesboro High School is to be accountable for providing a globally competitive education that empowers students to achieve academic and personal goals and to become productive, responsible citizens.

**Course Description:** what message are you sending when you speak, write, and listen? As one of the most important skills for employers, students will explore the value of communication in their personal and professional life. The digital presence and impact of written and visual communication in a technological society will be addresses. Students will create, edit, and publish professional-appearing business document with clear and concise communication. Creative design, persuasive personal and professional communications will be applied through research, evaluation, validation, written, and oral communication. Leadership development and teamwork skills will be stressed as students work independently and collaboratively. Presentation skills will be developed and modeled for students to master presentation software in this course.

Various forms of technologies will be highlighted to expose students to the emerging technologies impacting the business world. Professional communication skills and practices, problem-solving, ethical and legal issues, and the impact of effective presentation skills are taught in this course as a foundational knowledge to prepare students to be college and career ready. Employability skills are integrated into activities, tasks, and projects throughout the course standards to demonstrate the skills required by business and industry. Competencies in the co-curricular student organization, Future Business Leaders of America (FBLA), are integral components of both the employability skills standards and content standards for this course.

Business Communications is the third course in the Business and Technology pathway in the Business Management and Administration cluster. Students enrolled in this course should have successfully completed Introduction to Business and Technology and Business and Technology. After mastery of the standards in this course, students should be prepared to take the end of pathway assessment in this career area.

#### **Career Opportunities:**

Bill and Account Collectors, Bookkeeping, Accounting, Auditing Clerks, Customer Service Rep., Desktop Publishers, Financial Clerks, General Office Clerks, Information Clerks, Material Recording Clerks, Police, Fire, and Ambulance Dispatchers, Postal Service Workers, Receptionists, Secretaries and Administrative Assistants, Tellers, Administrative Service Managers, Compensation and Benefits Managers, Human Resources Specialists and Labor Relations Specialists, Top Executives, Training and Development Managers, Small Business Administration, Small Business Owner etc.

**Tentative Course Schedule:**

<b><u>Units/Topics</u></b>	
<b>Semester 1:</b>	<b>Semester 2:</b>
1. Introduction to Course/FBLA 2. Employability Skills 3. Grammar Mechanics 4. Presentation Software 5. Listening Skills 6. Forms of Communication	1. Oral Communication & Presentation 2. Advanced Word Processing 3. Career/Employment Communications 4. Electronic Communication 5. Digital Communication 6. Wrap-Up/FBLA

**Credentials:** The Business and Technology Pathway prepare students with the skills needed for the following options of industry recognized credentials:

- ✓ Microsoft Word 2016 (Introduction to Business and Technology)
- ✓ Microsoft Excel 2016 (Business and Technology)
- ✓ Microsoft Access 2016 (Business and Technology)
- ✓ Microsoft PowerPoint 2016 (Business Communications End of Pathway Assessment)

Students in the Business Communication class will test for certification in MS PowerPoint 2016. Upon passing this test with a score of 700 or higher, students will become a Certified MS Office Specialist (MOS) in Microsoft PowerPoint 2016. In addition, seniors receive a graduation cord and medallion for being a Pathway Completer.

**Supplies and Materials:**

1" (inch) binder with dividers, Black/Blue Ink Pens, Notebook Paper (College Ruled), Flash Drive @2GB)

**Grading Scale:**

<b><u>Categories</u></b>	<b><u>Percentage of Grade</u></b>	<b><u>Grading Scale</u></b>
Daily Classwork (Include Notebook)	25%	A – 90 - 100
Tests	20%	B – 80 – 89
Projects/Reports/Other	10%	C – 71 - 79
Quizzes/Mini Assessments	10%	D – 70
Homework	15%	F – 69 and below
Final Exam	20%	

**Academic Integrity Policy**

The development of a sense of personal integrity and responsibility in our students is an important goal for our teaching efforts. Students at Jonesboro High School are expected to submit work for evaluation that has been completed solely by that student, unless group assignments have been so designated. Cheating in any way will not be tolerated. All parties involved will be given a zero-regardless of who did the work. Both parties are just as guilty. A zero will drastically hurt your grade.

The following actions are considered to be violations of academic integrity:

- Using or receiving unauthorized materials in a test situation.
- Passing on test answers and/or questions to someone who has not taken the test.
- Turning in work for credit that is not the student's own (i.e. plagiarism).

### Page 3

If a student is found to be in violation of the academic policy, the following measures should be taken:

- The student will receive a zero on the assignment and will not be allowed to complete the same.
- The teacher will inform the parent/guardian.
- Additional disciplinary action may be taken by the administration if warranted.

### Grading Policy

Students are expected to participate in all class discussions, group activities, daily assignments, and projects. It is your responsibility to keep track of your grades once assignments are graded and returned to you. All assignments or projects are due at the end of class on their due date. All late assignments are 20 points off the final grade.

### Internet Policy

Students should not alter or change any way the environment of the computers, e. g., download images on the desktop, surf websites not appropriate for school use, or download programs without the teachers' permission. Students will adhere to the JHS Student Computer/Internet Policy and School Handbook.

### Classroom Expectations

- All school rules apply. Be familiar with the student handbook, rules and consequences will be upheld.
- Students should be inside the classroom and seated in assigned seat when bell rings.
- Ask for permission to leave seat or work station at any time.
- No food or drinks (sodas/coffee) will be allowed in the lab. Place water bottles in your book bags.
- During instructional time, the student should be seated, attentive, and quiet.
- DO NOT OPERATE COMPUTER EQUIPMENT DURING INSTRUCTION TIME unless instructed to do so.
- Respect the teacher, each other, and the classroom equipment.
- Do not write/draw on the workstations or throw trash on the floor behind the workstations.
- Raise your hand to ask a question or make a comment.
- Push your chair under the workstation, and leave your work area neat and clean each day.
- **Absolutely no** grooming in class such as combing/brushing hair, removing braids or applying perfume.

### Make-up Work:

It is the responsibility of the student to request make-up work **IMMEDIATELY** after returning to school from an absence. All missed assignments must be made up or the student will receive a (M) grade which is a (0). Students have three **(3)** school days to complete and submit make-up work to the teacher. Feel free to arrange a time to meet with Mrs. Head if assistance is needed. If a student missed an exam while absent, that exam must be made-up in the presence of the teacher within (3) days after returning to school.

### Future Business Leaders of America (FBLA)

The development of positive personal qualities and leadership is a vital component in career success. In this course that development is achieved through a variety of methods, which include Future Business Leaders of America (FBLA). FBLA is a student organization that is designed to enhance this class. FBLA provides career and leadership development through peer interactions, adult mentoring, and competitions based on knowledge and skills learned in the classroom. Students are strongly urged to join FBLA (\$15 for general membership and \$20 for membership and t-shirt) to benefit from the wealth of opportunities the organization has to offer.

# Business Communications

## PARENT SIGNATURE PAGE

**Acknowledgment of Receipt:** By signing below, the student and parent/guardian acknowledge that they have read and understood the contents in the 2017-2018 Business Communications syllabus.

Dear Parents/Guardians:

After reading this syllabus, please sign below and return this page to me. I have reviewed the attached course syllabus with my child and we are aware of the course requirements, grading procedures, and expectations. I agree to fulfill my commitment as a parent/student to the best of my ability. If my child fails to carry out any of his/her responsibilities, I understand the criteria for his/her grading determination. As a parent/student, I understand that the course must operate in accordance with stated policies and procedures for the course, Business Communications, taught by Mrs. N. Head.

### **Syllabus Receipt:**

\_\_\_\_\_  
Student Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Parent/ Guardian Signature

\_\_\_\_\_  
Date

### **Parent Contact Information:**

Parent Name:	
Home Phone:	
Work Phone:	
Cell Phone:	
Email address:	

### **My Commitment To You:**

I pledge to do everything to help you get the most out of this class. Your comments and suggestions are always welcome. Please feel free to let me know how I can make your course experiences more useful to you. My goal is to provide whatever assistance you require to master the course materials.

**THANK YOU! AND I LOOK FORWARD TO WORKING WITH YOU THIS YEAR!**