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Wayland Baptist Online

School of Business

# 2. UNIVERSITY MISSION STATEMENT

Wayland Baptist University exists to educate students in an academically challenging, learning-focused and distinctively Christian environment for professional success, and service to God and humankind.

# 3. COURSE NUMBER & NAME:

MGMT 3310-section number, Managerial Communication

# **4. TERM**:

Fall 1, 2020 - Aug. **17 - Oct. 10**

5. INSTRUCTOR:

Dr. Bob Vega

# **6. CONTACT INFORMATION**:

Office phone: 808-753-5478

WBU Email: vegar@wbu.edu

Cell phone: same as office

# **7. OFFICE HOURS, BUILDING & LOCATION**:

Online: Sunday to Friday, 5-10 PM

# **8. COURSE MEETING TIME & LOCATION**:

Fully online course: Blackboard

# **9. CATALOG DESCRIPTION**:

Effective communication skills (verbal/nonverbal, written) as they relate to managerial role (meetings, presentations, interviews) across all levels of the organization, with appropriate use of technology

# 10. PREREQUISITE:

ENGL 1301 and 1302, or consent of school

# **11. REQUIRED TEXTBOOK AND RESOURCE MATERIAL**:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **UPDATED** |
| Essentials of Business Communication  LooseLeaf + Mind Tap | Guffey | 11th | 2019 | Cengage  \*\* Bundle \*\* | 9781-33773-6350 | 6/14/18 |

# 12. OPTIONAL MATERIALS - None

# **13. COURSE OUTCOMES AND COMPETENCIES**:

* Explain the importance of communication in business, especially at the management level.
* Demonstrate the four major techniques of emphasis in writing.
* Demonstrate the use of persuasion in communications.
* Explain the contents of a well-planned, well-organized and well-constructed report both individually and collaboratively.
* Demonstrate an understanding of the problems inherent in cross cultural communication.

# 14. ATTENDANCE REQUIREMENTS:

# As stated in the Wayland Catalog, students enrolled at one of the University’s external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University’s attendance policy. Since this is a fully online course, attendance will be monitored in the participation that students show in the discussion forum. Students must post at least one substantive response to the discussion questions forum per week to be in attendance for that week.

# **15. STATEMENT ON PLAGIARISM & ACADEMIC DISHONESTY**:

Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported, and second offenses will result in suspension from the university.

# **16. DISABILITY STATEMENT**:

In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

# **17. COURSE REQUIREMENTS and GRADING CRITERIA**:

|  |  |  |
| --- | --- | --- |
| **ASSIGNMENT** | **POINTS** | **TOTAL POINTS** |
| Discussion Forums x 8 | 50 points per discussion forum | 400 |
| MINDTAP Assignments | 20% of Final Grade | 200 |
| Midterm Assignment | Mid-Term Exam | 200 |
| Final Assignment | Final Exam | 200 |
| Total Points |  | 1000 |

**17.1 Include Grade Appeal Statement:** “Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs/Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.”

# 18. TENTATIVE SCHEDULE

|  |  |  |  |
| --- | --- | --- | --- |
| **WEEK** | **START DATE** | **READING/ASSIGNMENT** | **DUE DATE** |
| Week 1 | Aug 17 | Text Mind tap Unit 1/Discussion | Aug 23 |
| Week 2 | Aug 24 | Text Mind tap Unit 2/Discussion | Aug 30 |
| Week 3 | Aug 31 | Text Mind tap Unit 3/Discussion | Sept 6 |
| Week 4 | Sept 7 | Text Mind tap Unit 3/Discussion/MIDTERM EXAM | Sept 13 |
| Week 5 | Sept 14 | Text Mind tap Unit 4/Discussion | Sept 20 |
| Week 6 | Sept 21 | Text Mind tap Unit 4/Discussion | Sept 27 |
| Week 7 | Sept 28 | Text Mind tap Unit 5/Discussion | Oct 4 |
| Week 8 | Oct 5 | Text Mind tap Unit 6/Discussion/FINAL EXAM | Oct 10 |

# 19. ADDITIONAL INFORMATION

Grading Rubrics will be used in Blackboard to grade discussion and other assignments.