**Wayland 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.

**Contact Information**

**Course**

: MGMT 3310 – Managerial Communications

**Campus**

: WBUonline

**Term/Session**

**:** Fall I 2025

**Instructor**

**:** Chris Lindsay

**Office Phone Number/Cell #**

**:** 830-426-0846

**WBU Email Address**

**:** Christopher.lindsay@wayland.wbu.edu

**Office Hours, Building, and Location**

**:** I check email throughout the day and I can also be reached at 830-426-0846 in an emergency.

**Class Meeting Time and Location**

**:** Virtual

**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.

**Prerequisite:** 

**Textbook Information**

**Required Textbook(s) and/or Required Materials**

**:**

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** |
| --- | --- | --- | --- | --- | --- |
| Essentials of Business Communication  with Mind Tap | Guffey | 12th | 2023 | Cengage | 9780-35771-4980 |

*This course is part of the* ***Pioneer Academic Access Program****. You will have access to an eBook, access code, and interactive learning material on the first day of class through your Blackboard course site. You will be notified via email with access instructions and additional information. If the course requires a physical book you can order at bookstore.wbu.edu. You can choose to opt-out, however if you do you will lose access to* ***EVERY******class/material*** *and have to source through third party vendors.*

**Optional Materials**

**:** none

**Course Outcome 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.

**Attendance Requirements**

WBUonline

Students are expected to participate in all required instructional activities in their courses. Online courses are no different in this regard; however, participation must be defined in a different manner. Student “attendance” in an online course is defined as active participation in the course as described in the course syllabus. Instructors in online courses are responsible for providing students with clear instructions for how they are required to participate in the course. Additionally, instructors are responsible for incorporating specific instructional activities within their course and will, at a minimum, have weekly mechanisms for documenting student participation. These mechanisms may include, but are not limited to, participating in a weekly discussion board, submitting/completing assignments in Blackboard, or communicating with the instructor. Students aware of necessary absences must inform the professor with as much advance notice as possible in order to make appropriate arrangements. Any student absent 25 percent or more of the online course, i.e., non-participatory during 2 or more weeks of an 8-week session, may receive an F for that course. Instructors may also file a Report of Unsatisfactory Progress for students with excessive non-participation. Any student who has not actively participated in an online class prior to the census date for any given session is considered a “no-show” and will be administratively withdrawn from the class without record. To be counted as actively participating, it is not sufficient to log in and view the course. The student must be submitting work as described in the course syllabus. Additional attendance and participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the university’s attendance policy.

**University Policies**

**Academic Integrity**

**:**

[Link to Statement on Academic Integrity](https://www.wbu.edu/academics/writing-center/Academic%20Integrity%20Statement%20Pol%208.4.1%20Attch%20Oct%2020222.pdf)

**Artificial Intelligence:** reference one of the following in regard to how generative artificial intelligence (GAI) such as ChatGPT may or may not be used in this course: Choose A, B or C and delete the others.

* 1. **No use of any generative AI tools permitted.**
     1. Students are required to create and produce all work themselves or with assigned group members. Any work submitted that has used an AI generative tool like ChatGPT will be in immediate violation of the academic integrity policies for the course and WBU.
     2. All assignments must be fully created, designed, and prepared by the student(s).
     3. Any work that uses generative AI will be treated as plagiarism.

**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 Disability Services Coordinator and Academic Coach serves as the coordinator of students with disabilities and must be contacted concerning accommodation requests. Office: (806) 291-1057. Documentation of a disability must accompany any request for accommodations.

**Course Requirements and Grading Criteria**

25% – 7 Discussion Boards worth 14.3 points each total of 100 points

25% – MINDTAP assignments total of 100 points

25% – Midterm Exam 50 multiple choice questions total of 100 points

25% – Final Exam 100 multiple choice questions total of 100 points

Grand total points 400

**Percentage grading**

A – 90% - 100%

B – 80% – 89%

C – 70% – 79%

D – 60% – 69%

F Below 60%

**Points grading**

360 to 400 = A

320 to 359 = B

280 to 319 = C

240 to 279 = D

239 and below = F

**Student Grade Appeals**

**:** 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 to the 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.

**Tentative Schedule**

Week one

* Complete all assignments in Unit 1 through MINDTAP
* **Complete the required first assignment before Wednesday for attendance**

Week two

* Complete all assignments in Unit 2 through MINDTAP
* Answer DQs

Week three

* Complete all assignments in Unit 3 through MINDTAP
* Answer DQs

Week four

* Answer DQs
* Complete midterm

Week five

* Answer DQs
* Complete all assignments in Unit 4 through MINDTAP

Week six

* Answer DQs
* Complete all assignments in Unit 5 through MINDTAP

Week seven

* Answer DQs
* Complete all assignments in Unit 6 through MINDTAP

Week eight

* Answer DQs
* Complete final exam