# Wayland Logo

**WBU 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-VC01, Managerial Communication

# **4. TERM**:

Fall 2, 2021

# **5. INSTRUCTOR**:

Christine Smith, MHRM

# **6. CONTACT INFORMATION**:

Office / Cell phone: (806) 292-6392

***Please leave a message.***

WBU Email: christine.smith@wayland.wbu.edu

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

Home Office - Mon/Tues/Thurs/Fri 5PM - 8PM CST, SUN by appointment.

Notes: If no answer, please leave message. Best available communication channel will be by email. I will respond within 24 hours.

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

Virtual Campus online course. Every week begins on Monday at 7:30 AM CST and ends every Sunday at 11:59 PM CST.

# **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 | 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. This is an online class; therefore, attendance means everything. In order to succeed, it’s your responsibility to login every day to check up on discussion posts by your classmates, announcements posted to update your course work, and to ensure you have completed all required daily or weekly assignments. If you must be absent for any legitimate reason (i.e., work, illness, or an emergency) – you must contact the instructor and explain. The instructor 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.

# **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**:

This course will challenge your writing, editing, and research skills. I have listed five key assignment areas for this course. **Enjoy! You will find this course to be a lot of fun. It will provide you with valuable tools and knowledge you can apply for your own professional success!**

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| --- | --- | --- |
| **Total Points** |  | **Grade** |
| 900-1000 |  | A |
| 800-899 |  | B |
| 700-799 |  | C |
| 600-699 |  | D |
| Below 600 |  | F |
| Personal Introduction | | 1 at 20 points | | | 20 |
| Discussion Posts | | 7 at 25 points each | | | 175 |
| Radical Rewrite Activities | | 4 at 50 points each | | | 200 |
| Weekly Quizzes | | 7 at 15 points each | | | 105 |
| Oral Video Project | | Logical Outline (75 points)  PowerPoint Presentation (125 points) | | | 200 |
| Resume and Cover Letter | | 2 at 75 points each | | | 150 |
| Final Exam | | 1 at 150 points | | | 150 |
|  | | **TOTAL COURSE POINTS** | | | **1000** |

1. **Introductions & Discussions** – Every week we will be discussing a different topic related to the chapter concepts. This will be a full group discussion in which participation is required.

* **Your Submission:** You will receive points based on the thoroughness of your response using examples and quotes from the chapter to gain credit. If you include a reference, it must be cited according to APA style. Your response to the questions should be a minimum of 200 words. Your answer to the Discussion Board question is required to be posted NO later than midnight (Central Standard Time (CST)) on Wednesday of the assigned week. **(20 points each)**
* **Response to Peers** - You will be required to respond to your classmates in the main discussion area.  This grade is in addition to the grade for your individual posts.  You must post a minimum of **one** substantive posts to at least 1 Peer.  Simply writing "great answer" or “I agree” will not count towards your minimum length.  Your response should include textural evidence form your book or a source to support your counter-argument or statement of support. All sources must be cited according to APA style. Your response should be a minimum of 100 words (9-10 lines).

**(5 points each)**

1. **Activities -** These may include identification of errors, editing, and rewriting periodically throughout the semester along with creating a job posting. (**6 at 50 points each**)
2. **Weekly Quiz** – 15 Chapter Review Questions which comprise of multiple choice or true and false. These quizzes will cover the weekly reading and can be taken as many times as you wish. **(15 points)**
3. **PPT Presentation and Outline –** In this assignment you will submit an outline, create a PowerPoint presentation. This presentation will showcase your job you perform and must be pre-approved before you begin the assignment. All approvals will be required by the end of week 4. This assignment is due at the end of week 6. Additional instructions will be provided in the weekly folder. **(Outline 75 points / PowerPoint Presentation 125 points)**
4. **Resume and Cover Letter** – In Chapter 13, you will learn new ways to create a job posting resume and cover letter. For this assignment you will find a current job position opening with a company that is related to your graduating degree. You will include a copy of the job posting, write a cover letter to the HR Manager, and submit an updated resume. These will all be due at the end of week 7. Additional instructions will be provided in the weekly lesson folders during weeks 5-6. **(2 at 50 points each)**
5. **Final Exam -** The final exam will be a multiple-choice exam testing concepts learned throughout the semester. This will be completed online in Blackboard and will be a timed test. NO LATE EXAMS will be accepted unless there are extenuating circumstances.  **(150 points)**

**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

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| **Week** | **Tasks** | **Assigned Reading** |
| 1 | **DB 1 - Introductions**  **Activity:** Radical Rewrite 2.1 Rescuing an Unprofessional Message Written by the Veep  **Week 1 Quiz** | Ch. 1 & 2 |
| 2 | **DB 2**  **Activity:** Radical Rewrite 4.1 information E-Mail – Negative Announcement  **Week 2 Quiz** | Ch. 3 & 4 |
| 3 | **DB 3**  **Activity:** Radical Rewrite 6.2 – Instruction E-Mail-Tips for Avoiding Hackers  **Job Description Presentation idea submission due**  **Week 3 Quiz** | Ch. 5 & 6 |
| 4 | **DB 4**  **Activity: Draft Cover letter submission due**  **Week 4 Quiz** | Ch. 7 & 8 |
| 5 | **DB 5**  **Activity:** Radical Rewrite 13.1 Rescuing a Slapdash Résumé  **Logical Outline Draft due**  **Week 5 Quiz** | Ch. 9 &10 |
| 6 | **DB 6**  **Project: Outline & Power Point Presentation due**  **Week 6 Quiz** | Ch. 11 & 12 |
| 7 | **DB 7**  **Job Posting, Resume, & Cover letter submission due**  **Week 7 Quiz** | Ch. 13 & 14 |
| 8 | **FINAL EXAM**  Comprehensive exam covering chapters 1-13 | Study for Final |

# 19. ADDITIONAL INFORMATION

1. **Late Policy** – **No late assignments will be accepted, unless approved by instructor prior to deadline, approval must be given 72 hours before deadline.** Depending on approval, any assignment turned in after the due date will be subject to a 10% per day reduction of points.
2. **Absences resulting in missed due dates** - If you are unable to complete assignments before the due date, you must notify me immediately. Unexcused absences will result in a zero for that assignment.
3. **Submitting the work of another student:**
   1. First instance results in grade of a zero for that assignment
   2. Second instance results in an F for the term
   3. Extra credit or make-up possibilities: None
4. **Questions about coursework** - Please contact me anytime with course questions or concerns via email. Please call only during my office hours listed in the previous section.