**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 VCO1 – Managerial Communications

**Campus**

: WBUonline

**Term/Session**

**:** Spring 1, 2023

**Instructor**

**:** Christine Smith, MHRM

**Office Phone Number/Cell #**

**:** (806) 292-6392

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

**WBU Email Address**

**:** christine.smith@wayland.wbu.edu

**Office Hours, Building, and Location**

**:** Mon/Tues/Thurs/Fri 5PM – 8PM CST, Sun by appointment only

**Class Meeting Time and Location**

**:** Virtual Campus online course. Every week begins on Monday at 8:30 AM CST and ends every Sunday at 11:59 PM CST.

**Textbook Information**

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

**:**

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** |
| --- | --- | --- | --- | --- | --- |
| Essentials of Business Communication  with Mind Tap | Guffey | 11th | 2019 | Cengage | 9781-33738-6548 |

*The textbook for this course is part of the* ***Wayland’s Automatic eBook*** *program. You will have access to an eBook and interactive learning material on the first day of class through your Blackboard course site. The cost of this Automatic eBook will be billed directly to your student account when you register for the course. You will be notified via email with access instructions and additional information. If you do not wish to participate in the Automatic eBook program, you will have the first 12 days of class to opt-out of the program (additional details will be outlined in your email instructions). For more information on the Automatic eBook program, visit the Wayland Bookstore* [*Automatic eBook FAQ*](https://bookstore.wbu.edu/site_inclusive.asp) *page.*

**Course Information**

**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:**ENGL 1301 and 1302, or consent of school

**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**

**Statement on Plagiarism and 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.

**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 Director of Counseling, Career and Disability Services serves as the coordinator of students with disability and should be contacted concerning accommodation request at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

Accessibility issues with content in WBUonline courses or in Blackboard should be addressed to the WBU accessibility coordinator, Dr. Trish Ritschel-Trifilo, [trifilot@wbu.edu](mailto:trifilot@wbu.edu) or call (806) 291-3745.

**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.

**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!

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 a final Job Posting/description in an outline format along with creating a PowerPoint BIO Presentation on you. This presentation will showcase you – your qualifications, past experience, education and why the company you are applying for a job should hire you. This job must be pre-approved before you begin the assignment. All approvals will be required by the end of week 3. 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 polish up a great 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 75 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)**

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| --- | --- | --- |
| Personal Introduction | 1 at 30 points | 30 |
| Discussion Posts | 6 at 25 points each | 175 |
| Radical Rewrite Activities | 3 at 50 points each 2 at 20 points each | 150 40 |
| Weekly Quizzes | 7 at 15 points each | 105 |
| Job Description Outline & Power Point Presentation | Outline (75 points)  PowerPoint Presentation (125 points) | 200 |
| Resume and Cover Letter | 75 points each | 150 |
| Final Exam | 1 at 150 points | 150 |
|  | **TOTAL COURSE POINTS** | **1000** |

**The University has a standard grade scale:**

A = 90-100, B = 80-89, C = 70-79, D = 60-69, F= below 60, W = Withdrawal, WP = withdrew passing, WF = withdrew failing, I = incomplete. An incomplete may be given within the last two weeks of a long term, within the last week of an 8-week session, or within the last two days of a microterm to a student who is passing, but has not completed a term paper, examination, or other required work for reasons beyond the student’s control. A grade of “incomplete” is changed if the work required is completed prior to the last day of the next long 16-week term or 8-week session, unless the instructor designates an earlier date for completion.  If the work is not completed by the appropriate date, the I is converted to an F.

**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 (Text Book Necessary)  **Week 1 Quiz** | Ch. 1 & 2 |
| 2 | **DB 2**  **Activity:** Radical Rewrite 6.2 – Instruction E-Mail-Tips for Avoiding Hackers (Text Book Necessary)  **Week 2 Quiz** | Ch. 3 & 4 |
| 3 | **DB 3**  **Activity:** Radical Rewrite 6.2 – Instruction E-Mail-Tips for Avoiding Hackers (Text Book Necessary)  **Job Description/Posting & PPT Presentation idea submission due**  **Week 3 Quiz** | Ch. 5 & 6 |
| 4 | **DB 4**  **Activity: Create a cover letter – this is a draft copy – your final copy will be due on week 7.**  **Week 4 Quiz** | Ch. 7 & 8 |
| 5 | **DB 5**  **Activity:** **Create or Polish up your resume – this is a draft copy- your final copy will be due on week 7.**  **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 |

**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

**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.