



**WAYLAND BAPTIST UNIVERSITY
VIRTUAL CAMPUS
SCHOOL OF BUSINESS**

SYLLABUS

1. 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.
2. Course: **MGMT 3310** – VC02/VC05, Managerial Communication
3. Term: Spring 2014
4. Instructor: Ms. Carlton
5. Office Phone and Wayland Email Address: acarlton@wbu.edu
6. Office Hours, Building, and Location: Blackboard
7. Class Meeting Time and Location: Blackboard
8. 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.
9. Prerequisites: ENGL 1301 and 1302, or consent of school.
10. Required Textbook and Resources:

BOOK - Required	AUTHOR	ED	YEAR	PUBLISHER	ISBN#	UPDATED
<u>Business Communication for Success</u>	McLean	1 st	2010	Flat World	9781-45335-6906	11/25/13

11. Optional Materials:

BOOK - Recommended	AUTHOR	ED	YEAR	PUBLISHER	ISBN#	REVIEW
<u>Pearson Business Reference & Writer's Handbook</u>	Moore	10 th	2010	Pearson	0135140536	Spring 14

12. Course Outcome Competencies:

Upon completion of this course the student should be able to:

- Explain the importance of communication in business, especially at the management level.
- Write with clarity and precision.
- Demonstrate the four major techniques for emphasis in writing.
- Describe the process of writing effective business messages.
- Differentiate when to use and write indirect responses or orders.
- Demonstrate the use of persuasion in communications.
- Develop and prepare an effective electronic resume with cover letter.
- Prepare a well planned, well-organized and well-constructed report both individually and collaboratively.
- Identify the needs, roles and content of long formal reports.
- Identify when and where to use graphics in managerial communication.
- Manage a meeting using good listening skills, good organizational skills, and good leadership skills.
- Deliver a formal oral presentation integrating appropriately selected technology tools.
- Demonstrate an understanding of the problems inherent in cross cultural communication
- Demonstrate an understanding and the ability to pursue proper research methods.

13. Attendance Requirements: Class attendance is expected and anticipated. Students are responsible for all material presented on Blackboard as well as in the assigned readings. Student attendance in an online course is defined as active participation in the course as described in the course syllabus such as participating in a weekly discussion board or submitting/completing assignments in Blackboard. Any student absent 25 percent or more of the online course, i.e., non-participatory during 3 or more weeks of an 11 week term, may receive an F for the course. (WBU Academic Catalog, 2013-2014, p. 91)

14. 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.”

15. Course Requirements and Grading Criteria:

Assignments	Points	Weight	Grade Scale
Discussion Board (DB)	50	10%	A = 90% - 100% B = 80% - 89% C = 70% - 79% D = 60% - 69% F = 0% - 59% INCOMPLETE (I) = Award to students who have earned a passing grade (60% or more). Contact Ms. Carlton for additional requirements.
Writing Assignments	150	30%	
Recommendation Report	100	20%	
PPT Presentation	50	10%	
Quizzes	100	20%	
Final Exam	50	10%	

16. Tentative Schedule: (Calendar, Topics, Assignments)

<u>SESSIONS</u>	<u>READING</u>	<u>ASSIGNMENTS</u>
Prep	Read Professor Welcome, Course Info, Syllabus, and Course Schedule	Blackboard Orientation
1	Chapters; 1. Effective Business Communication 2. Delivering Your Message 3. Understanding Your Audience Web Exercise 1-1	Email student info, DB #1
2	Chapters: 16. Intrapersonal and Interpersonal Business Communication 18. Intercultural and International Business Communication 19. Group Communication, Teamwork, and Leadership Handout 18-1	Quiz 1 Online
3	Chapters 4. Effective Business Writing 5. Writing Preparation 6. Writing Handout 4-1 and Handout 6-2 Exercise 6-1	Assignment 1
4	Chapters 7. Revising & Presenting Your Writing 17. Negative News and Crisis Communication Handout 17-1	Assignment 2 DB #2
5	Chapters: 8. Feedback in the Writing Process 9. Business Writing in Action	Assignment 3 DB #3
6	Chapters: 10. Developing Business Presentations 11. Nonverbal Delivery Handout 11-1	Quiz 2 Online
7	Chapters: 12. Organization and Outlines 13. Presentations to Inform 14. Presentations to Persuade Pearson Business Reference & Writer's Handbook (10th Ed.), pp. 331-349	None

	or use APA Manual (6th Ed.), pp. 174-192	
8	Chapter: 9. Business Writing in Action, Table 9.4 Pearson Business Reference & Writer's Handbook (10th Ed.), pp. 331-349 or use APA Manual (6th Ed.), pp. 174-192	Report
9	Chapter: 15. Business Presentations in Action	PPT Presentation
10	Review/Prep for Final Exam	
11		Student Evaluations Final Exam Online

17. Testing will be conducted online using the Respondus Lockdown Browser. Students are requested to install the Respondus Lockdown Browser software prior to testing (link to the current software version is provided on Blackboard).