**SYLLABUS**

1. Wayland Baptist University, Virtual Campus, School of Business

2. 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: **MGMT 3310** – VC03 Managerial Communication

4. Term: Spring 2014

5. Instructor: Nelda VanHoose, Adjunct Professor

6. Office Phone and email: phone cell 806 777-0594 call or text

email: Nelda.vanhoose@wayland.wbu.edu

7. Office Hours, Building, and Location: online

8. Class Meeting Time and Location: online, must sign in weekly

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. Prerequisites: ENGL 1301 and 1302, or consent of school.

11. Required Textbook and Resources:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **REVIEW** |
| Business Communication for Success | McLean | 1st | 2010 | Flat World | 9780982361856 | Spring 14 |

\*\*\*\* Suggested Supplement in Addition to Selected Text, if Desired \*\*\*\*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **REVIEW** |
| Pearson Business Reference & Writer’s Handbook | Moore | 10th | 2010 | Pearson | 0135140536 | Spring 14 |

12. Optional Materials: Pearson Business Reference & Writer’s Handbook is not required but is suggested. It would be very helpful with your writing.

13. 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.

14. Attendance Requirements: must sign in weekly. Cannot miss more than 25% of classes

15. 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.”

16: Course Requirements and Grading Criteria:

**Grading scale**

|  |  |  |
| --- | --- | --- |
| A | 90 - 100% | 910-819 |
| B | 80 - 89% | 818-728 |
| C | 70 - 79% | 727-637 |
| D | 60 - 69% | 636-546 |
| F | Below 60% | 545 or lower |
| I = For Incomplete |  |  |
| W = For Withdrawal |  |  |

**Grading Weight**

|  |  |
| --- | --- |
| **Grading Weight** | based on 910 points possible |
| **Syllabus Quiz & Statement of Understanding** | 10 points\* |
| **Homework** | 100 points each- 4 assignments |
| **Participation/DB** | 200 points -20 points per week |
| **Weekly quiz** | 100 points total-10 points each |
| **Midterm Exam** | 100 points |
| **Final Exam** | 100 points |

\*If not turned in minus points!

17. Tentative Schedule: Tentative Schedule: Winter 2013 (Calendar, Topics, Assignments)

|  |  |  |  |
| --- | --- | --- | --- |
| **Week** | **DATE** | **CHAPTERS, TOPICS, EVENTS** | **ASSIGNMENTS**  Due on Saturday midnight Central time |
| 1 | February 24-  March 1 | Read Syllabus. Submit statement of understanding  **Read chapters 1 & 2** | Submit: statement of understanding  If not turned in on time minus 5 points  **Syllabus QUIZ**  **Discussion Board (DB)**  **Weekly Quiz** |
| 2 | March 3 - 8 | **Read chapters 3& 4**  **Homework #1** | **Homework #1**  Discussion Board (DB)  **Weekly Quiz** |
|  | March 10 - 14 | **Spring Break** | **Spring Break** |
| 3 | March 17 -22 | **Read chapters 5 & 6** | DB  **Weekly Quiz** |
| 4 | March 24 - 29 | **Read chapter 7 & 8**  **Homework #2** | DB  **Weekly Quiz**  **Homework #2** |
| 5 | March 31 – April 5 | **Read chapters 9 & 10**  **MIDTERM EXAM- Chapters 1- 10** | DB  **Weekly Quiz**  **MIDTERM EXAM due by April 5** |
| 6 | April 7 -12 | **Read chapters 11 & 12**  **Homework #3** | DB  **Weekly Quiz** |
| 7 | April 14 - 19 | **Homework #3**  **Read chapters 13 & 14** | DB  **Weekly Quiz**  **Homework #3** |
| 8 | April 21- 26 | **Read chapters 15 & 16** | **DB**  **Weekly Quiz** |
| 9 | April 28 -  May 3 | **Read chapters 17 & 18**  **Homework #4** | DB  **Homework #4**  **Weekly Quiz** |
| 10 | May 5 -10 | Work on Final Power Point | **DB** |
| 11 | May 12 - 17 | ALL ASSIGNMENTS DUE!! | **Power Point Final** |

18. Additional information:

* All assignments are due Midnight on Saturday.
* Late Assignments will not be accepted!
* On the Discussion Board, (DB) consistently waiting until the last minute will results in a lower grade.
* DB grading 10 points for the original post and 5 points each for the TWO required responses.
* Quizzes are to be done weekly, may be done as many times as you wish. The LAST time you take the quiz is your quiz grade- NO EXCEPTIONS!
* Quizzes are computer graded, so if you add an s or leave one off, use commas instead of slashes it will be counted wrong. Please email me with the question and I will correct.
* If for any reason Blackboard will not take your assignment please email to me.
* You may work ahead, all Quizzes and Mid-term are open and may be done as many times as you wish. Your last submission is your grade
* When you email me in subject line put: your name, MGMT3310VC03 If I have to guess, I will not read email!
* Please email me with any questions on assignments as soon as possible. I will try and get back to you within 48 hours.
* I do not answer the phone or emails on Sunday.