



Virtual Campus

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, lifelong learning, and service to God and humankind.

3. COURSE NUMBER & NAME:

MGMT 3310-VC01, Managerial Communication

4. TERM:

Spring 2020

5. INSTRUCTOR:

Dawn Olson, MBA, EdD Candidate

6. CONTACT INFORMATION:

Office phone: Daytime (615) 248-1446, Cell (615) 856-5842.

Please leave a message, I have various class times and meeting responsibilities.

WBU Email: dawn.olson@wayland.wbu.edu

7. OFFICE HOURS, BUILDING & LOCATION:

EX: M/T/W/TR/F - 4:00pm-6:00pm, Sunday - by appointment

Friday - no office hours, phone appointments available if needed.

8. COURSE MEETING TIME & LOCATION:

Meeting day & time: Virtual course, no set times required.

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
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<u>Essentials of Business Communication LooseLeaf + Mind Tap</u>	Guffey	11th	2019	Cengage ** Bundle **	9781-33773-63 50	6/14/18
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12. OPTIONAL MATERIALS

Publication Manual of the American Psychological Association. (2010). American Psychological Association: Washington, DC. 6th ed.

13. COURSE OUTCOMES AND COMPETENCIES:

- 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:

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. All absences must be explained to the instructor, who 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 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. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University's attendance policy.

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:

Course Points

Personal Introduction	1 at 25 points	25
Weekly Discussion	10 at 25 points each	250
Radical Rewrite/Activity Assignments	8 at 50 points each	400
Resume and Cover Letter	2 at 50 points each	100
Oral Video Project (Activity 12.13 - 2 parts)	Logical Outline (75 points) Powerpoint and Presentation through <i>Knovio</i> (100 points)	175
Final Exam	1 at 150 points	150
	TOTAL COURSE POINTS	1100

Grading Criteria

This course will challenge your writing, editing, and research skills. You have four key assignment areas for this course.

A. 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. You will receive points based on the thoroughness of your response using examples and

quotes. If you include a reference, it must be cited according to APA style. Your post should be a minimum of 200 words. **(15 points each)**

Response to classmate - 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 your classmates. Simply writing "great answer" or "I agree" will not count. Your response should include 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. **(10 points each)**

B. Radical Rewrite/ Activity Assignments - These assignments are found at the end of the designated chapter. More information for each assignment will be located in the weekly lesson folders. These assignments may include an identification of errors, editing, and rewriting. **(50 points each)**

C. Resume and Cover Letter - As you read the corresponding chapter, you will find new ways to freshen up your resume and cover letter. For this assignment, you will find a current position opening with any company that you will qualify for upon graduation. You will include a copy of the job posting, write a cover letter to the HR manager, and submit your updated resume. These will be due at the end of week 10. **(100 points)**

D. Oral Video Project - For this assignment you will submit a logical outline, create a powerpoint presentation, and present on video using *Knovio*. Additional instructions will be provided in the weekly lesson folder for your free account. This presentation will be on a cause-related topic that must be approved before you begin the assignment. Approvals will be required by the end of week 7. This assignment is due at the end of week 9. **(175 points)**

E. Final Exam - The final exam will be a comprehensive, multiple choice exam testing concepts learned throughout the course. 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)**

Grading Scale

Grading Scale			
Total Points	Letter Grade	Percentage	Grade Point
990-1100	A	90-100%	4.0
880-989	B	80-89%	3.0
770-879	C	70-79%	2.0
660-769	D	60-69%	1.0
000-659	F	0-59%	0.0

17.1 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

Week	Dates	Tasks	Assigned Reading
1	Feb. 24 - March 1	<ul style="list-style-type: none"> ● DQ 1 ● Radical Rewrite 2.1 - Rescuing an Unprofessional Message Written by the Veep 	Ch. 1 & 2
2	March 2 - 8	<ul style="list-style-type: none"> ● DQ 2 ● Radical Rewrite 4.1 - Information E-Mail-Negative Announcement 	Ch. 3 & 4
3	March 9-15	<ul style="list-style-type: none"> ● DQ 3 ● Radical Rewrite 6.2 - Instruction E-Mail-Tips for Avoiding Hackers 	Ch. 5 & 6
	March 16 - 22	SPRING BREAK	
4	March 23- 29	<ul style="list-style-type: none"> ● DQ 4 ● Radical Rewrite 7.1 - Request Refusal-Nuptials Nixed at Napa Inn 	Ch. 7
5	March 30 - April 5	<ul style="list-style-type: none"> ● DQ 5 ● Radical Rewrite 8.2 - Poor Persuasive Message Flowing Upward- A Plea for Better Meetings 	Ch. 8
6	April 6 - 11	<ul style="list-style-type: none"> ● DQ 6 ● Activity 9.4 Summary: Briefing the Boss 	Ch. 9
	April 12 - 13	Easter Break	

7	April 14 - 19	<ul style="list-style-type: none"> ● DQ 7 ● Activity 10.1 Proposal: Pinpoint That Workplace Problem 	Ch. 10
8	April 20 - 26	<ul style="list-style-type: none"> ● DQ 8 ● Activity 11.5 - Communication Channels 	Ch. 11
9	April 27 - May 3	<ul style="list-style-type: none"> ● DQ 9 ● Oral Project - Logical Outline & Presentation through <i>Knovio</i> due 	Ch. 12
10	May 4 - 10	<ul style="list-style-type: none"> ● DQ 10 ● Resume & Cover letter due 	Ch. 13
11	May 11 - 16	<ul style="list-style-type: none"> ● Final Exam - Comprehensive exam covering chapters 1-13 	Study for Final

19. ADDITIONAL INFORMATION

a. **Late Policy** – any assignment turned in after the due date will be subject to a 10% per day reduction of points.

b. **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.

c. **Grading time frame** - On average, assignments are graded within one week of being submitted. All assignments will receive feedback in Blackboard.

d. **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.