

**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, Managerial Communication
3. Term: Summer 2017
4. Instructor: Dr. Amona Washington
5. Office Phone Number and WBU Email Address: 210-274-1285, amona.washington@wayland.wbu.edu  
Personal email: amonab@gmail.com
6. Office Hours, Building, and Location: Virtual Campus
7. Class Meeting Time and Location: Monday - Saturday, Blackboard Online
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	AUTHOR	ED	YEAR	PUBLISHER	ISBN#	UPDATED
<u>Essentials of Business Communication</u>	Guffey	10th	2016	Cengage	ISBN-10: 1-285-85891-3 OR ISBN-13: 978-1-285-85891-3	5/7/17

11. Optional Materials:
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: Students must participate in classroom discussion weekly. Answering discussion questions and responding to students weekly is required for satisfactory weekly attendance

14. 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.

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: TOTAL CLASS POINTS = 400

5 Homework assignments @ 20 pts each = 100

10 Discussion Board Questions @ 10pts each = 100

2 Exams Midterm and Final 100 pts (multiple choice/T & F) = 200

### **Grading scale**

A = 90 - 100%

B = 80 - 89%

C = 70 - 79%

D = 60 - 69%

F = Below 60%

I = For Incomplete

W = For Withdrawal

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 Executive Vice President/Provost 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.

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

### **May 29 - Jun 4**

Week One

Read Chapters 1 & 2

Answer Discussion Questions

**Jun 5- Jun 11**

Week Two

Read Chapters 3 & 4

Answer Discussion Questions

**HOMEWORK # 1****Jun 12 - Jun 18**

Week Three

Read Chapters 4 & 5

Answers Discussion Questions

**Jun 19 - Jun 25**

Week Four

Read Chapters 6 & 8

Answer Discussion Questions

**HOMEWORK # 2****Jun 26 - Jul 2**

Week Five

Answer Discussion Questions

**MIDTERM DUE****Jul 3 - Jul 9**

Week Six

Read Chapter 9 & 10

Answer Discussion Questions

**Jul 10 - Jul 16**

Week Seven

Read Chapter 11

Answer Discussion Questions

**Homework # 3****Jul 17 - Jul 23**

Week Eight

Read Chapters 12

Answer Discussion Questions

**Jul 24 - Jul 30**

Week Nine

Read Chapters 13

Answer Discussion Questions

**HOMEWORK # 4****Jul 31 - Aug 6**

Week Ten

Read Chapters 14

Answer Discussion Questions

**HOMEWORK # 5****Aug 7 - Aug 12**

Week Eleven - **Submit Final Exam**