



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, and service to God and humankind.

3. COURSE NUMBER & NAME:

MGMT 3310-section number, Managerial Communication

4. TERM:

Summer 2019

5. INSTRUCTOR:

Dr. Bob Vega

6. CONTACT INFORMATION:

Office phone: 808-753-5478

WBU Email: vegar@wbu.edu

Cell phone: same as office

7. OFFICE HOURS, BUILDING & LOCATION:

Online: Sunday to Friday, 5-10 PM

8. COURSE MEETING TIME & LOCATION:

Fully online course: Blackboard

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
<u>Essentials of Business Communication</u> <u>LooseLeaf + Mind Tap</u>	Guffey	11th	2019	Cengage ** Bundle **	9781-33773-6350	6/14/18

12. OPTIONAL MATERIALS

13. COURSE OUTCOMES AND 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.

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 so 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. Since this is a fully online course, attendance will be monitored in the participation that students show in the discussion forum. Students must post at least one

substantive response to the discussion questions forum per week to be in attendance for that week.

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:

ASSIGNMENT	POINTS	TOTAL POINTS
Discussion Forums x 10	40 points per discussion forum	400
MINDTAP Assignments X 8	25 points per Assignments	200
Midterm Assignment	Mid-Term Exam MINDTAP	200
Final Assignment	Final Exam MINDTAP	200
Total Points		1000

17.1 Include 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	START DATE	READING/ASSIGNMENT	DUE DATE
Week 1	May 27	Text Unit 1/Discussion	June 2
Week 2	June 3	Text Unit 2/Discussion/MINDMAP 1	June 9
Week 3	June 10	Text Unit 2/Discussion/MINDMAP 2	June 16
Week 4	June 17	Text Unit 3/Discussion/MINDMAP 3	June 23
Week 5	June 24	Text Unit 3/Discussion/MINDMAP 4	June 30
Week 6	July 1	Text Unit 4/Discussion/Midterm Exam	July 7
Week 7	July 8	Text Unit 4/Discussion/MINDMAP 5	July 14
Week 8	July 15	Text Unit 5/Discussion/MINDMAP 6	July 21
Week 9	July 22	Text Unit 5/Discussion/MINDMAP 7	July 28
Week 10	July 29	Text Unit 6/Discussion/MINDMAP 8	Aug 4
Week 11	Aug 5	Text Unit 6/Final Exam	Aug 8

19. ADDITIONAL INFORMATION

Grading Rubrics will be used in Blackboard to grade discussion and other assignments.