# Wayland Logo

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, and service to God and humankind.

# 3. COURSE NUMBER & NAME:

MGMT 3310-VC01, Managerial Communication

# **4. TERM**:

SUMMER, 2020

# **5. INSTRUCTOR**:

Kasandra Lane

# **6. CONTACT INFORMATION**:

WBU Email: kassie.lane@wbu.edu

# **7. OFFICE HOURS, BUILDING & LOCATION**:

Weekdays from 8-4 (Plainview, TX, Home office) - best available communication channel will be by email

# **8. COURSE MEETING TIME & LOCATION**:

This is an online course; new weeks begin every **Monday** AT 7:30 AM C.S.T and end every **Saturday** at 11:59 PM C.S.T.

# **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** |
| --- | --- | --- | --- | --- | --- | --- |
| Essentials of Business Communication  LooseLeaf + Mind Tap | Guffey | 11th | 2019 | Cengage | 9781-33773-6350 | 6/14/18 |

# 12. OPTIONAL MATERIALS: NONE

# **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:

This is an online course; however, attendance means everything. In order to be successful, you need to login every day to check up on discussion posts by your classmates, announcements posted to update your coursework, and to ensure you have completed all required assignments. Class attendance for Virtual Campus is accounted for by students reading class requirements, actively posting class homework requirements, and replying to responses submitted by other students.  This course room activity occurs in the Discussion Board for each class week.  If you must be absent for any legitimate reason, (i.e., you are providentially hindered due to work requirements, illness, or emergency)—you must contact the instructor and advise or explain.  The instructor will determine a makeup plan for missed class work.  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.

# **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**:

* ***Weekly Discussion Posts*:** You will be required be required to complete three (3) discussion questions using Blackboard as assigned in accordance with the syllabus.  **Discussion questions are required to be posted no later than midnight (Central Standard Time (CST)) on Wednesday of the assigned week.** Additionally, each student is required to reply to the responses of at least two other students no later than midnight (CST) on Saturday of the assigned week to engage and influence forward thinking, class involvement, and academic discussion.
  + **Initial Discussion Posts:** These posts must be a minimum of 5-7 sentences in length. You must use textual evidence to support your response in APA format.
  + **Response to Peers:** These posts must be a minimum of 3-5 sentences to receive credit. Using phrases such as: Good Job! I agree! … do not count toward your minimum length requirement stated above.
* ***Chapter Review Assignments*:** You will be assigned chapter exercises and quizzes periodically throughout the semester. These will allow you to take your reading and incorporate your understanding of the material with business and biblical relations. All responses will require evidence from the chapter to gain credit.
* ***Class Notebook:*** Throughout the semester we will be adding to our class notebook. It is your responsibility to purchase a 3 Ring Binder and dividers for this project. This notebook will help you learn the importance of keeping up with important material and organizing it in a manner that will help you and those around you.
  + The purpose of the class notebook is to help build your organizational skills, as well as, to help you learn to present your work in a professional manner. You will submit this in the form of a video at the end of the semester.
* ***Resume/Cover Letter:*** During the course we will work on your resume and cover letter. These will be built and reworked multiple times until you feel confident with your finished product. You will then use these materials in a mock interview session held at the end of the course.
* ***Unit Exams*:** There will be 3-unit exams. Each exam will be covering the material from the text.
* ***Final Exam*:** The final exam will be discussed later in the term

**Assignments are to be in APA format unless otherwise directed. Failure to do this could result in a failing grade.**

|  |  |
| --- | --- |
| **Requirement** | **Percent of Grade** |
| Weekly DQ Posts | 10% |
| Chapter Assignments | 15% |
| Class Notebook | 25% |
| Resume/Cover Letter | 30% |
| Exams | 20% |

**Course Grading:** The final grade will be determined in this manner

|  |  |
| --- | --- |
| **Percent Equivalent** | **Grade** |
| 90-100 | A |
| 80-89 | B |
| 70-79 | C |
| 60-69 | D |
| Below 60 | F |

**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

**Tentative Schedule: (Calendar, Topics, Assignments)**

|  |  |
| --- | --- |
| 1  Week    May 25 – May 30 | **Introduction to MGMT 4320 VC02**  Welcome to Managerial Commynication!  Assignments:   1. Reading Assignments:    1. Chapter 1:  Business Communication in the Digital Age    2. Chapter 2:  Planning Business Messages 2. Homework:    1. Respond to Discussion Question(s) PLUS Respond to TWO Peers Posts    2. Complete Chapter 1 and Chapter 2 Quiz in Mindtap 3. Chapter Assignments    1. Your assignment instructions will be available in blackboard |
| 2  Week  June 1 – June 6th | Assignments:   1. Reading Assignments:    1. Chapter 3: Organizing and Drafting Business Messages    2. Chapter 4: Revising Business Messages 2. Homework:    1. Respond to Discussion Question(s) PLUS Respond to Peers Posts    2. Complete Chapter 3 and 4 Quizzes in MindTap 3. Chapter Assignments    1. Your assignment instructions will be available in blackboard |
| 3  Week  June 8th – June 13th | Assignments:  This week you will take your first exam. I would recommend you review for your exam Sunday – Tuesday and begin your exam on Wednesday. You must turn in your exam no later than Saturday at 11:59PM CST in blackboard. No exams will be accepted by email. |
| 4  Week    June 15th – June 20th | Assignments:   1. Reading Assignments:    1. Chapter 5: Short Workplace Messages and Digital Media    2. Chapter 6: Positive & Neutral Messages 2. Homework:    1. Respond to Discussion Question(s) PLUS Respond to Peers Posts    2. Complete the Chapter 5 and 6 Quiz in MindTap 3. Chapter Assignments    1. Your assignment instructions will be available in blackboard |
| 5  Week  June 22nd – June 27th | 1. Reading Assignments:    1. Chapter 7: Negative Messages    2. Chapter 8: Persuasive Messages 2. Homework:    1. Respond to Discussion Question(s) PLUS Respond to Peers Posts    2. Complete the Chapter 7 and 8 Quiz in MindTap 3. Chapter Assignments    1. Your assignment instructions will be available in blackboard |
| 6  Week  June 29th – July 4th | Assignments:  This week you will take your second exam. I would recommend you review for your exam Sunday – Tuesday and begin your exam on Wednesday. You must turn in your exam no later than Saturday at 11:59PM CST in blackboard. No exams will be accepted by email |
| 7 Week  July 6th – July 11th | Assignments:   1. Reading Assignments:    1. Chapter 9: Informal Reports    2. Chapter 10: Proposals and Formal Reports 2. Homework:    1. Respond to Discussion Question(s) PLUS Respond to Peers Posts    2. Complete the Chapter 9 and 10 Quiz in MindTap 3. Chapter Assignments    1. Your assignment instructions will be available in blackboard |
| 8  Week  July 13th – July 18th | Assignments:   1. Reading Assignments:    1. Chapter 11: Professionalism at Work: Business Etiquette, Ethics, Teamwork 2. Homework:    1. Respond to Discussion Question(s) PLUS Respond to Peers Posts    2. Complete quiz on chapter 11 in MindTap 3. Chapter Assignments    1. Your assignment instructions will be available in blackboard |
| 9  Week    July 20th – July 24th | Assignments:   1. Reading Assignments:    1. Chapter 13: The Job Search, Resumes and Cover Messages    2. Chapter 14: Interviewing and Following Up 2. Homework:    1. Respond to Discussion Question(s) PLUS Respond to Peers Posts    2. Complete the Chapter 13 and 14 Quiz in MindTap 3. Chapter Assignments    1. Your assignment instructions will be available in blackboard 4. *You should be now researching how you will begin your own personal resume*    1. *You can email me for guidance when working on your resume and cover letter* |
| 10  Week  July 27th – Aug 1st | Assignments:  This week you will take your third exam. I would recommend you review for your exam Sunday and begin your exam on Monday. You must turn in your exam no later than Saturday at 11:59PM CST in blackboard. No exams will be accepted by email.  You will also want to take advantage of this week to gain guidance on your resume/cover letter. By this week you should already have a good draft/almost complete copy of each document. |
| 11  Week  Aug 3rd – Aug 8th  Aug 9th – Aug 10th | Assignments:   1. This week your resume and cover letter must be submitted no later than Friday, August 7th by 10 PM CST NO WORK WILL BE ACCEPTED BY EMAIL 2. Final Exam:    1. Complete Final Exam NO LATER THAN MONDAY AUG 10TH AT 10 PM CST    2. Complete Course Evaluation |

# 19. ADDITIONAL INFORMATION

* Students are responsible for reading, understanding, obeying, and respecting all academic policies.
* There is no opportunity for extra credit.
* **No late assignments will be accepted, unless approved by instructor prior to deadline, approval must be given 72 hours before deadline.**
* The instructor holds the right to make adjustments to this syllabus and its contents in the best interest of the class and course objectives.
* Submitting the work of another student:
  + First instance results in grade of a zero for that assignment
  + Second instance results in an F for the term
  + Extra credit or make-up possibilities: None