# Wayland Logo

Campus Name

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-VC02, Managerial Communication

# **4. TERM**:

Summer 2020

# **5. INSTRUCTOR**:

Christopher Lindsay

# **6. CONTACT INFORMATION**:

Office phone: 830-426-0846

WBU Email: Christopher.Lindsay@wayland.wbu.edu

Cell phone: 830-426-0846

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

I check email throughout the day and I can also be reached at 830-426-0846 in an emergency.

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

Virtual

# **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:

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.

# **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**:

25% – 10 Discussion Boards worth 2.5 points each

25% – MINDTAP assignments

25% – Midterm Exam 50 multiple choice questions

25% – Final Exam 100 multiple choice questions

A – 90% - 100%

B – 80% – 89%

C – 70% – 79%

D – 60% – 69%

F Below 60%

**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 One (May 25 - 31)

* Complete all assignments in Unit 1 through MINDTAP
* Answer Discussion Questions

Week Two (June 1 - 7)

* Complete all assignments in Unit 2 through MINDTAP
* Answer DQs

Week Three (June 8 - 14)

* Complete all assignments in Unit 3 through MINDTAP
* Answer DQs

Week Four (June 15 - 21)

* Answer DQs
* Prepare for midterm

Week five (June 22 - 28)

* Answer DQs
* **Midterm due**

Week six (June 29 – July 5)

* Work on assignments in Unit 4 through MINDTAP
* Answer DQs

Week seven (July 6 - 12)

* Complete all assignments in Unit 4 through MINDTAP
* Answer DQs

Week eight (July 13 - 19)

* Complete all assignments in Unit 5 through MINDTAP
* Answer DQs

Week nine (July 20 - 26)

* Complete all assignments in Unit 6 through MINDTAP
* Answer DQs

Week ten (July 27 – Aug 2)

* Answer DQs
* Prepare for final exam

Week eleven (Aug 3 - 8)

* **Submit Final Exam**
* Week 1 (May 25 - 31)
* Week 2 (June 1 - 7)
* Week 3 (June 8 - 14)
* Week 4 (June 15 - 21)
* Week 5 (June 22 - 28)
* Week 6 (June 29 – July 5)
* Week 7 (July 6 - 12)
* Week 8 (July 13 - 19)
* Week 9 (July 20 - 26)
* Week 10 (July 27 – Aug 2)
* Week 11 (Aug 3 - 8)

Holidays:

|  |  |  |
| --- | --- | --- |
| May 27 |  | Memorial Day |
| Jul 4 |  | Independence Day |

# 19. ADDITIONAL INFORMATION

I want your experience to be both challenging and rewarding. This course is designed to help you become familiar with understanding how to manage communication. A subject we can all associate with. Through our discussion boards I want to see active engagement. It is okay to disagree with other students but remember to be respectful. I expect our sessions to be highly interactive and students to demonstrate self-motivation and initiative. Reading, analysis of chapter readings, and careful preparation, along with a concerted attempt to provide complete presentations will net the learners maximum value. **Relax and enjoy - this course will be a lot of fun!!**