

WBUOnline

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, 2022

# **5. INSTRUCTOR**:

Kasandra Lane

# **6. CONTACT INFORMATION**:

Office phone: (806)291-1023

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**:

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| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **UPDATED** |
| Essentials of Business Communication  LooseLeaf + Mind Tap | Guffey | 11th | 2019 | Cengage  \*\* Bundle \*\* | 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 WBUOnline is accounted for by students reading class requirements, actively posting class homework requirements, and replying to responses submitted by other students. The 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 if a makeup plan for missed class work will be an option. 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 per week 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 from your book to support your response in APA format.
    - If you do NOT know how to use APA format, please contact me or use the following cite to help guide you - [*https://owl.purdue.edu/owl/research\_and\_citation/apa\_style/apa\_formatting\_and\_style\_guide/apa\_changes\_7th\_edition.html*](https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/apa_changes_7th_edition.html))
    - You must use intext citations with your evidence from the book, as well as referencing your source (i.e. your book) at the end of your work.
  + **Response to Peers:** These posts must be a minimum of 3-5 sentences to receive credit. Using phrases such as: Good Job! OR I agree! … do not count toward your minimum length requirement stated above.
    - You are not required to use evidence in your responses
* ***MindTap Assignments***: During each week you will be assigned work in your MindTap Course. You can access this work in blackboard by accessing your ebook. These assignments will help you relate to the chapter(s) that we are covering each week, while also allowing you to review material prior to each exam.
* ***Chapter Review Assignments*:** You will be assigned chapter exercises 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 and APA formatting.
* ***Unit Exams*:** There will be 2-unit exams. Each exam will be covering the material from the text.
* ***Final Exam*:** The final exam will cover our final chapters and will only be available on the last week of the course, it will NOT be available any earlier.

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

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| **Requirement** | **Percent of Grade** |
| Weekly DQ Posts | 25% |
| Mindtap Assignments (ONLY those assigned) | 40% |
| Exams | 20% |
| Final Exam | 15% |

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

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

**7.1 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

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| 1 Week of  May 30 | **Introduction to MGMT 3310 VC01 and Discuss Ch 1-2** *Go over syllabus and tentative schedule*  *Ch. 1- Business Communication in the Digital Age*  *Ch. 2 - Planning Business Messages* |
| 2  June 6 | **Discuss Ch 3-4** *Organizing and Drafting Business Messages* |
| 3  June 13 | ***EXAM 1*** |
| 4  June 20 | **Discuss Ch 5-6** *Short Workplace Messages and Digital Media* |
| 5  June 27 | **Discuss Ch 7 -8**  *Positive & Neutral Messages/Negative Messages/Persuasive Messages*  **Exam 2** |
| 6  July 4 | **Discuss Ch 9-11**  *Informal Reports/Proposals and Formal Reports, Professionalism at Work: Business Etiquette, Ethics, Teamwork* |
| 7  July 11 | **Complete Ch 13 and Ch 14**  *The Job Search, Resumes and Cover Messages/ Interviewing and Following Up* |
| 8  July 18 | **Final Exam**  *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