

## Wayland Mission Statement

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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.

## Contact Information

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**Course:** MGMT 3310 VC01 – Managerial Communications

**Campus:** WBUonline

**Term/Session:** Summer 2023

**Instructor:** Dr. Kasandra Lane

**Office Phone Number/Cell #:** 806.291.1023

**WBU Email Address:** kassie.lane@wbu.edu

**Office Hours, Building, and Location:** Weekdays from 8-4 (Plainview, TX, Home office) - best available communication channel will be by email

**Class Meeting Time and 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

## Textbook Information

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### Required Textbook(s) and/or Required Materials:

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#
Essentials of Business Communication with Mind Tap	Guffey	12th	2023	Cengage	9780-35771-4980

*The textbook for this course is part of the **Wayland's Automatic eBook** program. You will have access to an eBook and interactive learning material on the first day of class through your Blackboard course site. The cost of this Automatic eBook will be billed directly to your student account when you register for the course. You will be notified via email with access instructions and additional information. If you do not wish to participate in the Automatic eBook program, you will have the first 12 days of class to opt-out of the program (additional details will be outlined in your email instructions). For more information on the Automatic eBook program, visit the Wayland Bookstore [Automatic eBook FAQ](#) page.*

**Optional Materials:** NONE

## Course Information

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**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

**Prerequisite:**

ENGL 1301 and 1302, or consent of school

**Course Outcome 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.

## Attendance Requirements

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**WBUonline**

Students are expected to participate in all required instructional activities in their courses. Online courses are no different in this regard; however, participation must be defined in a different manner. Student “attendance” in an online course is defined as active participation in the course as described in the course syllabus. Instructors in online courses are responsible for providing students with clear instructions for how they are required to participate in the course. Additionally, instructors are responsible for incorporating specific instructional activities within their course and will, at a minimum, have weekly mechanisms for documenting student participation. These mechanisms may include, but are not limited to, participating in a weekly discussion board, submitting/completing assignments in Blackboard, or communicating with the instructor. Students aware of necessary absences must inform the professor with as much advance notice as possible in order to make appropriate arrangements. Any student absent 25 percent or more of the online course, i.e., non-participatory during 2 or more weeks of an 8-week session, may receive an F for that course. Instructors may also file a Report of Unsatisfactory Progress for students with excessive non-participation. Any student who has not actively participated in an online class prior to the census date for any given session is considered a “no-show” and will be administratively withdrawn from the class without record. To be counted as actively participating, it is not sufficient to log in and view the course. The student must be submitting work as described in the course syllabus. Additional attendance and participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the university’s attendance policy.

## University Policies

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**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.

**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 Director of Counseling, Career and Disability Services serves as the coordinator of students with disability and should be contacted concerning accommodation request at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

Accessibility issues with content in WBUonline courses or in Blackboard should be addressed to the WBU accessibility coordinator, Rick Hammer, [hammerr@wbu.edu](mailto:hammerr@wbu.edu) or call 1-866-547-9192 for 24/7 Blackboard Support.

**Student Grade Appeals:** 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 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.

## Course Requirements and Grading Criteria

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- **Weekly Discussion Posts:** You will 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 in-text 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.**

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*

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

**The University has a standard grade scale:**

A = 90-100, B = 80-89, C = 70-79, D = 60-69, F= below 60, W = Withdrawal, WP = withdrew passing, WF = withdrew failing, I = incomplete. An incomplete may be given within the last two weeks of a long term, within the last week of an 8-week session, or within the last two days of a microterm to a student who is passing, but has not completed a term paper, examination, or other required work for reasons beyond the student’s control. A grade of “incomplete” is changed if the work required is completed prior to the last day of the next long 16-week term or 8-week session, unless the instructor designates an earlier date for completion. If the work is not completed by the appropriate date, the I is converted to an F.

**Tentative Schedule**

1 Week of May 29	<b><u>Introduction to MGMT 3310 VC01 and Discuss Ch 1-2</u></b>  <i>Go over syllabus and tentative schedule</i>  <i>Ch. 1- Business Communication in the Digital Age</i> <i>Ch. 2 - Planning Business Messages</i>
2 June 5	<b><u>Discuss Ch 3-4</u></b>  <i>Organizing and Drafting Business Messages</i>
3 June 12	<b><i>EXAM 1</i></b>
4 June 19	<b><u>Discuss Ch 5-6</u></b>  <i>Short Workplace Messages and Digital Media</i>
5 June 26	<b><u>Discuss Ch 7 -8</u></b>  <i>Positive &amp; Neutral Messages/Negative Messages/Persuasive Messages</i>

	<b>Exam 2</b>
6 July 3	<u><b>Discuss Ch 9-11</b></u> <i>Informal Reports/Proposals and Formal Reports, Professionalism at Work: Business Etiquette, Ethics, Teamwork</i>
7 July 10	<u><b>Complete Ch 13 and Ch 14</b></u> <i>The Job Search, Resumes and Cover Messages/ Interviewing and Following Up</i>
8 July 17	<b>Final Exam</b> <i>Complete Course Evaluation</i>

## Additional Information

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- < 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