**VIRTUAL**

**CAMPUS**

**SCHOOL OF BUSINESS**

**SYLLABUS**


# 1. UNIVERSITY MISSION STATEMENT

Wayland Baptist University exists to educate students in an academically challenging, learning-focused and distinctively Christian environment for professional success, lifelong learning, and service to God and humankind.

# 2. COURSE NUMBER & NAME:

MGMT 3310-VC02, Managerial Communication

# **3. TERM**:

Winter, 2018

# **4. INSTRUCTOR**:

Christopher Lindsay

# **5. CONTACT INFORMATION**:

Office phone: 830-426-0846

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

Cell phone: 830-426-0846

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

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

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

Virtual

# **8. 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

# 9. PREREQUISITE:

ENGL 1301 and 1302, or consent of school

# **10. REQUIRED TEXTBOOK AND RESOURCE MATERIAL**:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **UPDATED** |
| Essentials of Business CommunicationLooseLeaf + Mind Tap | Guffey/Loewyy | 11th | 2019 | Cengage\*\* Bundle \*\*  | 9781-33773-6350 | 6/14/18 |

# 11. OPTIONAL MATERIALS: None

# **12. COURSE OUTCOMES AND COMPETENCIES**:

* Explain the importance of communication in business, especially at the management level.
* Write with clarity and precision.
* Demonstrate the four major techniques for emphasis in writing.
* Describe the process of writing effective business messages.
* Differentiate when to use and write indirect responses or orders.
* Demonstrate the use of persuasion in communications.
* Develop and prepare an effective electronic resume with cover letter.
* Prepare a well-planned, well-organized and well-constructed report both individually and collaboratively.
* Identify the needs, roles and content of long formal reports.
* Identify when and where to use graphics in managerial communication.
* Manage a meeting using good listening skills, good organizational skills, and good leadership skills.
* Deliver a formal oral presentation integrating appropriately selected technology tools.
* Demonstrate an understanding of the problems inherent in cross cultural communication
* Demonstrate an understanding and the ability to pursue proper research methods.

# 13. ATTENDANCE REQUIREMENTS:

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 3 or more weeks of an 11-week term, 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 term 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.

# **14. 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.

# **15. 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.”

# **16. COURSE REQUIREMENTS and GRADING CRITERIA**:

25 Points – 10 Discussion Boards worth 2.5 points each

25 Points – MINDTAP assignments

25 Points – Midterm Exam 50 multiple choice questions worth .5 points each

25 Points – Final Exam 100 multiple choice questions worth .25 points each

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 (November 12 – 18)

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

**Thanksgiving break November 19-23**

Week Two (November 26 – December 2)

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

Week Three (December 3 – 9)

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

Week Four (December 10 – 16)

* Answer DQs
* Prepare for midterm

Week five (December 17-19, January 3-6)

* Answer DQs
* Midterm available

**Christmas break December 20 – January 2**

Week six (January 7 – 13)

* **MIDTERM DUE**
* Answer DQs

Week seven (January 14 – 20)

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

Week eight (January 21 – 27)

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

Week nine (January 28 – February 3)

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

Week ten (February 4 – 10)

* Answer DQs
* Optional extra credit assignment if needed

Week eleven (February 11 – 16)

* **Submit Final Exam**

# 19. ADDITIONAL INFORMATION

**Instructor Teaching Philosophy**

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!!**