

Wayland 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.

Contact Information

Course: MGMT 3310 VC01 – Managerial Communications

Campus: WBUonline

Term/Session: Fall 2025

Instructor: Dr Jessica Williams

WBU Email Address: Jessica.williams@wayland.wbu.edu

Office Hours, Building, and Location: Virtual Office; Tues Thurs 10:00 am - 1:00 pm; Sat 11:00 pm -2:00 pm (CST) by appointment. Emails are answered after these hours as available, within 24 hours excluding some Sundays and holidays

Class Meeting Time and Location: Virtual; Students are expected to log on daily, participate in discussions, complete assignments by the due date, and ensure to regularly check emails, messages and announcements posted

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

Textbook Information

Required Textbook(s) and/or Required Materials:

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

*This course is part of the **Pioneer Academic Access Program**. You will have access to an eBook, access code, and interactive learning material on the first day of class through your Blackboard course site. You will be notified via email with access instructions and additional information. If the course requires a physical book you can order at bookstore.wbu.edu. You can choose to opt-out, however if you do you will lose access to **EVERY** class/material and have to source through third party vendors.*

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

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

Academic Integrity:

[Link to Statement on Academic Integrity](#)

Artificial Intelligence:**Generative AI tools permitted in specific context and with proper citations.**

- i. Students are allowed to use, reference, or incorporate generative AI tools into specific assignments for this course. When used, students must properly cite the generative AI tool in their submitted work.
- ii. While there is no true substitute for direct help and instruction for your instructor, students may be allowed to use generative AI tools to provide further explanations of course content, readings, and other assignments. Any use of generative AI tools to help further explain or translate content must be properly referenced and cited.
- iii. Specific parameters for generative AI usage are provided by the instructor.
- iv. Any use of generative AI tools outside of the approved instructor parameters will be considered a form of plagiarism and academic dishonesty.

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 Disability Services Coordinator and Academic Coach serves as the coordinator of students with disabilities and must be contacted concerning accommodation requests. Office: (806) 291-1057. Documentation of a disability must accompany any request for accommodations.

Course Requirements and Grading Criteria

Each week, there will be assignments and readings due. Please refer to the schedule regarding these assignments along with the tentative due dates. If an assignment and/or a due date is changed from what is reflected in the syllabus, an announcement will be posted. Please be sure you are checking the announcements throughout the week regarding any changes and any additional information regarding assignments.

Late Assignment Policy

Please note that it is the students' responsibility to plan ahead to submit assignments on time. I do not typically grant extensions. If you are traveling, etc. and are unsure of your access to the internet, it is strongly recommended that you plan ahead and submit assignments early in the week.

If for some reason the Blackboard system is down, and the class has trouble accessing the midterm or final exam (this is rare but has been known to happen) I will work with the class to create a new due date. The key is this: internet access is required for this course, if you are unsure of your potential access submit early! Generally, lack of internet access and computer issues are not acceptable excuses for late assignments.

I understand that there are times where extraordinary circumstances may occur in student's lives that impact their assignment submission. In these circumstances, course assignments (e.g., discussion postings, written assignments, etc.) might be granted an extension from the instructor for partial credit. If you feel your circumstance may warrant an extension, please contact the instructor within one week of the original assignment due date to request an extension.

Please note that failure to plan ahead and allow time to complete a project does not usually warrant an extension. You are welcome to turn the assignment in late; it will just have a late penalty (please see the following paragraph for more information on the course late policy).

All assignments are considered late if they are not submitted by the day they are due. For each week that assignments are late, a 10% deduction in the overall grade for that assignment will be enforced. Assignments will not be accepted after two weeks past the original due date, except with instructor permission. Instructor permission will be granted at the instructor's discretion only for extraordinary circumstances, provided the student contacts the instructor within one week of the original discussion post due date to request the extension. Assignments will not be accepted after the last day of class.

Requirements for Discussion Posts

An understanding of the question and course materials. Base your answer on the material you have read in the book and lecture notes. Show me you have read and understand the material in understanding of the course materials rather than just basing your answer on information you "googled".

- Justify and explain your answers, don't just state them.
- Initial posts need to be at least 150 words.
- Please use correct grammar, spelling, and punctuation
- Thoughtful responses to your fellow students' posts that extend the discussion or respectfully questions the response. You need to post more than "Great answer!" types of responses. Show an analysis of their post in your response.

- Responses to 2 other students' posts are required per each DQ
Each response should be at least 75 words that add a sense of discussion to their post. (restating the question and citations do not count) Saying Hi, Great Job or I agree will not earn credit. I need to see that you are engaging in meaningful "conversation" in your posts.
- Responses to students are also not meant to be a critique! Please make your response is a conversation and not a critique or you will earn a 0.

Emailing your Professor

When submitting messages, please do the following:

- Put a subject in the subject box that describes the email content with your name, course number, week and message subject. For example: YOUR NAME/ MGMT4321 / WK.2. ASSIGNMENT
- Send emails to the email address listed on the first page of this syllabus.
- Please give details about your questions or concerns so I have all the information I need to best answer your question.

GRADING

Distribution of Points

Online Discussion	220 points
Midterm	200 points
Paper	200 points
Quizzes 1 and 2	100 points
Approved Paper Topic	80 points
Final	200 points
Total	1000 points

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.

Tentative Schedule

Week	Topic	Assignments
Week 1 Monday 10/13- Sunday 10/19	Unit 1: Thriving in a Digital, Social, and Mobile Workplace	Readings: Unit 1 Assignments: Introduction Discussion Question Discussion Board Questions 1
Week 2 Monday 10/20 -Sunday 10/26	Unit 2: The Writing Process in the Digital Era	Readings: Unit 2 Assignments: Discussion Board Question 2 Quiz 1
Week 3 Monday 10/27-Sunday 11/2	Unit 3: Workplace Communication	Readings: Unit 3 Assignments: Discussion Board Question 3
Week 4 Monday 11/3 – Sunday 11/9	Unit 4: Business Reports and Proposals—Best Practices	Readings: Unit 4 Assignments: Discussion Board Question 4 <u>Mid Term</u> Submit topic for Paper!
Week 5 Monday 11/10 – Sunday 11/16	Unit 5: Professionalism, Teamwork, Meetings, and Speaking Skills	Readings: Unit 5 Assignments: Discussion Board Questions 5
Week 6 Monday 11/17 – Sunday 11/23 11/24 – 11/30 Thanksgiving Break!	Unit 6: Employment Communication	Readings: Unit 6 Assignments: Discussion Board Question 6 Quiz 2

Week 7 Monday 12/1 – Sunday 12/7	Wrap Up	Wrap up Discussion Board Question Paper
Week 8 Monday 12/8– Sunday 12/13	Final Exam	Assignments: Final Exam

Additional Information

TIPS FOR SUCCESS

The following tips will help you succeed in the course:

Blackboard Login: Our class weeks always start on Monday (unless a Holiday is noted). Students should plan to log in to class every Monday to view announcements, assignments, etc. You should also plan to log in several times each week to participate in discussions and to generally be a part of class. It is strongly recommended to set aside specific time each week to "attend" class by logging in just as you would to attend a lecture-style class. Make sure that you are checking the announcements throughout the week as important information regarding assignments will be posted there.

Manage your Time: Online learning requires good planning. Good planning allows you to plan for the unexpected sickness, travel requirements, Internet outages etc. Students should plan to spend 8-10 hours per week on this course, which would mean about 2 hours per day for 4 to 5 days of the week. This time is spent reading and reviewing course materials, composing discussion board responses, responding to classmates, and working on large assignments. Waiting until the last minute to submit assignments will appear to be rushed and will affect the quality of the work submitted.

Syllabus: The Syllabus contains important class policies, assignment information and due dates. Please review it carefully and note all important due dates and refer back to it often during the semester.