

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 VC02 – Managerial Communications

Campus: WBUonline

Term/Session: Spring 1, 2023, Jan 16-Mar 11

Instructor: Dr. Bob Vega

Office Phone Number/Cell #: 808-753-5478

WBU Email Address: Robert.vega@wayland.wbu.edu

Office Hours, Building, and Location: Online Sunday-Friday, 5-10 PM

Class Meeting Time and Location: Fully online - Blackboard

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

*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

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

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

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 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

ASSIGNMENT	POINTS	TOTAL POINTS
Discussion Forums x 8	50 points per discussion forum	400
MINDTAP Assignments	20% of Final Grade	200
Midterm Assignment	Mid-Term Exam	200
Final Assignment	Final Exam	200
Total Points		1000

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

WEEK	START DATE	READING/ASSIGNMENT	DUE DATE
Week 1	JAN 16	Text Mind tap Unit 1/Discussion	JAN 22
Week 2	JAN 23	Text Mind tap Unit 2/Discussion	JAN 29
Week 3	JAN 30	Text Mind tap Unit 3/Discussion	FEB 5

Week 4	FEB 6	Text Mind tap Unit 3/Discussion/MIDTERM EXAM	FEB 12
Week 5	FEB 13	Text Mind tap Unit 4/Discussion	FEB 19
Week 6	FEB 20	Text Mind tap Unit 4/Discussion	FEB 26
Week 7	FEB 27	Text Mind tap Unit 5/Discussion	MAR 5
Week 8	MAR 6	Text Mind tap Unit 6/Discussion/FINAL EXAM	MAR 11

Additional Information

Grading Rubrics will be used for discussion and written assignments.