



**VIRTUAL CAMPUS
DIVISION OF BUSINESS**

COURSE OUTLINE: MGMT 3310-VC04 Managerial Communication

TERM/CAMPUS: Summer 2008, May 27 – August 9, 2008, Virtual Campus

Instructor:	Ms. Anh Carlton
Office:	Blackboard course page
Office Phone:	806.291.1026 for messages, also Blackboard course page
Email:	acarlton@wbu.edu
Course Web Site:	http://virtualcampus.wbu.edu/webapps/login
FAX:	Blackboard course page
Office Hours:	Blackboard course page
Class Hours:	Blackboard course page
Class Location:	Blackboard course page

DESCRIPTION:

Practical management communications in today's organization; application of writing, verbal, and nonverbal skills as they relate to management; holding productive meetings, conferences, and interviews; speaking effectively and developing useful organizational skills. Prerequisite(s): ENGL 1301 and 1302, or consent of division.

TEXTBOOKS:

BOOKS	AUTHOR	ED	YEAR	PUBLISHER	ISBN
Business Communications: Making Connections in a Digital World	Lesikar, Flatley & Rentz	11th	2007	McGraw-Hill	0073317098
Publication Manual of the American Psychological Association	American Psychological Association (APA)	5th	2001	APA	1557987912

OUTCOME COMPETENCIES:

Upon completion of this course the student should be able to:

- 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.
- Prepare a well planned, well organized and well constructed report.
- Identify the needs, roles and content of long formal reports.
- Identify when and where to use graphics in managerial communication.
- Deliver an oral report using power point software.
- Demonstrate an understanding of the problems inherent in cross cultural communication.
- Demonstrate an understanding and the ability to pursue proper research methods.
- Describe the main role of communication in business.

COURSE REQUIREMENTS AND EVALUATION:

Activities	Points	Weight	Grade Scale
Discussion Board (DB) and Group Pages (GP)	50	10%	A = 90% - 100% B = 80% - 89% C = 70% - 79% D = 60% - 69% F = 0% - 59% I = Contact Ms. Carlton for requirements
Writing Assignments	125	25%	
Management Report	100	20%	
PPT Presentation	50	10%	
Quizzes	100	20%	
Final Exam	75	15%	

CLASS ATTENDANCE:

Attendance is expected and anticipated. Students are responsible for all material presented on Blackboard as well as in the assigned readings. Any student who misses 25 percent or more of the scheduled Blackboard sessions will receive a grade of F in the course. (WBU Academic Catalog, 2007-2008, p.78).

STATEMENTS:

SERVICES FOR THE DISABLED: It is university policy that no otherwise qualified disabled person be excused from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the University. Students should inform the instructor of existing disabilities at the first class meeting. (WBU Academic Catalog, 2007-2008, p.4).

ADHERANCE TO POLICIES: Students are responsible for reading, understanding, obeying, and respecting all academic policies, with added emphasis being placed upon academic progress policies, appearing in the Wayland Baptist University Academic Catalog applicable to their curriculum and/or program of study.

ACADEMIC HONESTY: University students are expected to conduct themselves according to the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, forgery or plagiarism. (Plagiarism is the presentation of the work of another as one's own work.). (WBU Academic Catalog, 2007-2008, p.78).

This class will adhere to zero tolerance for using someone else's work as your own. Disciplinary action will be taken for academic misconduct.

COURSE TIMELINE:

See Blackboard course homepage for the most current course schedule and breakdown of assignments and due dates. All updates will be posted on Blackboard.

SESSION	READING	ASSIGNMENT
Prep	Professor Welcome, Course Info, Site Map, Syllabus, and Course Schedule	Self-guided Blackboard Orientation
1	Chapters 1, 2, 17 Exercise 17-1	Email student info, Adjust privacy settings, and DB #1
2	Chapters 3, 4, 16 Exercise 17-2	Quiz 1, Report Topic, Student Consent Form
3	Chapters 9, 18, Appendix B	Assignment 1
4	Chapters 5, 6 Exercise 17-4	Assignment 2, DB #2
5	Chapters 7, 8 Exercise 17-5	Assignment 3, DB #3
6	Chapters 10, 19, Appendix E	Quiz 2
7	Chapters 11, 12 APA Manual	
8	Chapter 13 APA Manual	Management Report
9	Chapter 14, 15	PPT Presentation
10	Peer Review, Post to Group Pages	Group Pages
11		Final Exam