

## SYLLABUS

1. Wayland Baptist University, Virtual Campus, School of Business
2. 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.
3. Course: **MGMT 3310** – {VC01 and VC02}, Managerial Communication
4. Term: Summer 2009
5. Instructor: Amona Blackwell
6. Office Phone and email: amona.blackwell@wayland.wbu.edu  
amonab@gmail.com
7. Office Hours, Building, and Location
8. Class Meeting Time and Location:
9. Catalog 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.
10. Prerequisites: ENGL 1301 and 1302, or consent of division.
11. Required Textbook and Resources:

<b>BOOK</b>	<b>AUTHOR</b>	<b>ED</b>	<b>YEAR</b>	<b>PUBLISHER</b>	<b>ISBN#</b>	<b>REVIEW</b>
<a href="#"><u>Lesikar's Basic Business Communications</u></a>	Lesikar & Flatley	11th	2005	McGraw-Hill	0-073-31709-8	Spring 09

12. Optional Materials:
13. Course 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 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 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.

#### 14. Attendance Requirements:

If student is absent from Discussion Board for 3 weeks throughout the course this will result in a failing grade. Students are required to post in the discussion board weekly.

15. Disability Statement: "It is university policy that no otherwise qualified disabled person be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university."

#### 16: Course Requirements and Grading Criteria:

**Participation:** Discussion Questions/Weekly comments

**Homework:** 4 written assignments

**Resume Project:** 2 Page Resume

**Mid-Term:** Multiple choice and T/F exam. See Assignments

**Final Exam:** Multiple choice and T/F exam. See assignments

### COURSE EVALUATION

#### Grading scale

A = 90 - 100%

B = 80 - 89%

C = 70 - 79%

D = 60 - 69%

F = Below 60%

I = For Incomplete

W = For Withdrawal

#### Grading Weight (based on 1000 points possible)

Homework = 50 points

Resume = 50 points

Participation/DQs = 100 points

Midterm Exam = 100 points

Final Exam = 100 points

Grand Total = 400 points

#### 17. Tentative Schedule: (Calendar, Topics, Assignments)

May 26-30

Week One

Read Chapter 1 & 2

Answer Discussion Questions

June 1 - 6

Week Two

Read Chapters 3 & 4

Answer Discussion Questions

**HOMEWORK # 1**

June 8 - 13  
Week Three  
Read Chapters 5 & 6  
Answers Discussion Questions

June 15- 20  
Week Four  
Read Chapters 7 & 8  
Answer Discussion Questions  
**HOMEWORK # 2**

June 22- 27  
Week Five  
Answer Discussion Questions  
**Midterm Due**

June 29- **July 3**  
Week Six  
Read Chapter 9  
Answer Discussion Questions

July 6- 11  
Week Seven  
Review Chapter 9  
Answer Discussion Questions  
**Resume Pkg Due**

Jul 13-July 18  
Week Eight  
Read Chapters 10  
Answer Discussion Questions

Jul 20-July 25  
Week Nine  
Read Chapters 11  
Answer Discussion Questions  
**HOMEWORK # 3**

July 27-August 1  
Week Ten  
Read Chapters 14 & 16  
Answer Discussion Questions  
**HOMEWORK # 4**

August 3- 8  
Week Eleven

## Submit Final Exam –

18. Additional information as desired by the faculty member.

It is the student's responsibility to ensure they have a wayland email account. All communications will be sent to students via their Wayland Email account.

Students must check the course folders weekly. (lectures, course information, announcements)

### ASSIGNMENT CALENDAR

#### HOMEWORK # 1

Due Jun 6

HW – **Critical Thinking EXERCISE** Pg 20 # 1 (10pts)

HW – **Critical Thinking EXERCISE** Pg 65 # 9 (10 pts)

#### HOMEWORK # 2

Due Jun 20

**Critical Thinking EXERCISE** Pg 228 # 2 (10pts)

#### MIDTERM DUE

Jun 27

Resume Package

July 11

#### HOMEWORK # 3

Due July 25

HW – **Critical Thinking PROBLEM** Pg 361 # 1 (10pts)

#### HOMEWORK # 4

Due August 1

HW – **Critical Thinking QUESTION** Pg 500 # 5 (10pts)

FINAL EXAM DUE August 8