

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**, Managerial Communications
4. Term: Winter
5. Instructor: Robert P. Campbell
6. Office Phone and email:

Home phone: 520-458-1276
Cell phone: 520-227-6526
Email: campber1@cox.net or robert.campbell@wayland.wbu.edu
7. Office Hours, Building, and Location: None
8. Class Meeting Time and Location: On-line
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; and speaking effectively and developing useful organizational skills.
10. Prerequisites: English 101
11. Required Textbook and Resources:

Student Text: Business Communications, Making Connections in a Digital World, R. V. Lesikar and M. E. Flatley, McGraw-Hill Irwin, 11th Edition (2008), ISBN 978-0-07-305036-2 (MHID 0-07-305036-9) part of ISBN 978-0-07-331709-0 (MHID0-07-331709-8)
12. Optional Materials: Library Resources: WBU – On-line Library Services
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: This is an on-line course. Attendance is not taken, however, assignments and exams will be completed on or before the due date.

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:

Quizzes:

There is a ten-question quiz covering the text material each week. The quiz must be completed on The Blackboard Website. The quizzes are located under the “Quizzes” tab of Blackboard. The first five quizzes must be completed by midnight Saturday of week 5 and the remainder by midnight Saturday of week 10.

Writing Assignments:

There are two writing assignments due throughout the course. They are due as follows: writing assignment one is due in week eight and writing assignment two is due week nine. Instructions for the writing assignment are located at the writing assignments tab of Blackboard. Writing Assignments will be submitted as word documents and posted to the Blackboard Drop Box. Be sure that your name, course number, course title and week number is on all work. All writing assignments are due on Friday no later than midnight (12:00 P.M.) Mountain Standard Time (MST) of the week in which the student is working. **Late submissions will be assessed a 20% penalty.** The following guidelines will be used when submitting assignments:

1. Send complete writing assignments in a separate word document to the Blackboard Drop box. Be sure that your name and student number is on each submission.

2. You are responsible for retaining copies of all documents, e-mail(s), and other related materials used to submit the weekly assignments.

Examinations:

There will be a mid-term and a final exam. Both exams will be open book.

The mid-term exam will cover chapters 1 through 6, 16, 17, 18, and the final exam will cover chapters 7 through 15 and 19. Both exams will be available on Monday of the week they are scheduled and are due in at midnight, (12:00 P.M. MST) on Wednesday of that week. A 20-percent grade reduction will be assessed for late submission.

Grades:

Letter grades will be earned and issued to the student based on individual work.

Quiz – 200 points

Mid-term – 100 points

Final Exams – 100 points

Writing Assignments – 100 points

Total points available 500.

A = 90 –100

B = 80 – 89

C = 70 – 79

D = 60 – 69

F = 59 and Below

Letter Grade Criteria Defined:

A – At this grade level, the adult learner demonstrates insightful mastery of the course subject material and has achieved exceptional quality in precise understanding, and use of interdisciplinary courses and course key terms and theories in both written and oral communications format.

B – At this grade level, the adult learner exhibits professional competency and proper use of interdisciplinary courses and course subject material and demonstrates the skills to effectively use the key terms and theories of the course in both written and oral communications format.

C – At this grade level, the adult learner achieves a general understanding of the course subject material and demonstrates an adequate competency in the correct use of key terms and theories in both written and oral communications format.

D – At this grade level, the adult learner achieves a vague and minimally adequate understanding of the course subject material and demonstrates a marginal competency in the correct use of key terms and theories in both written and oral communications format.

F – At this grade level, the adult learner is unable to present a general understanding of the course subject material and demonstrates an inadequate competency in the correct use of key terms and theories in both written and oral communications format.

17. Tentative Schedule:

WEEK 1 – Chapters 1 and 18

WEEK 2 – Chapters 2 and 17

WEEK 3 – Chapters 3 and 16

WEEK 4 – Chapters 4 and 5

WEEK 5 – Chapter 6 and Mid-term

WEEK 6 – Chapter 7 and 8

WEEK 7 – Chapters 9 and 10

WEEK 8 – Chapters 11, 12, and Appendix B

WEEK 9 – Chapters 13 and 19

WEEK 10 – Chapters 14 and 15

WEEK 11 – Final Exams

18. **Submission of Quizzes, Exams and Writing Assignments:**

All quizzes, exams and writing assignments are located on the Blackboard Website. **LATE SUBMISSION OF QUIZZES, EXAMS OR WRITING ASSIGNMENTS WILL BE ASSESSED A 20% PENALTY.**