



SCHOOL OF BUSINESS

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.

COURSE OUTLINE: MGMT 3310VC04 Managerial Communication

TERM/CAMPUS: Winter 2008, Virtual Campus

Instructor:	Ms. Anh Carlton
Office:	Blackboard course homepage
Office Phone:	800.203.9048 - Virtual Campus Help Desk
Email:	acarlton@wbu.edu
Course Web Site:	http://virtualcampus.wbu.edu/webapps/login

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.

PREREQUISITE(S): ENGL 1301 and 1302, or consent of division. [WBU Academic Catalog, 2008-2009, p.343](#).

REQUIRED 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

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.
- 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.

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, 2008-2009, p.83](#)).

STATEMENTS:

SERVICES FOR THE DISABLED: 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. Students should inform the instructor of existing disabilities at the first class meeting. ([WBU Academic Catalog, 2008-2009, p.4](#)).

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.)

This class will adhere to zero tolerance for using someone else's work as your own. Disciplinary action will be taken for academic misconduct. ([WBU Academic Catalog, 2008-2009, p.83](#)).

COURSE REQUIREMENTS AND EVALUATION:

Activity	Weight	Points	Grade Scale
Discussion Board (DB & 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%	

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 (Mon – Sat)	READING	ASSIGNMENT
Prep	Professor Welcome, Course Info, Site Map, Syllabus, and Course Schedule	Blackboard Orientation
1	Chapters 1, 2, and 17 PowerPoint slides Exercise 17-1	Email student info, Adjust privacy settings, DB 1
2	Chapters 3, 4, and 16 PowerPoint slides Exercise 17-2	Quiz 1
3	Chapters 9, 18, and Appendix B PowerPoint slides	Assignment 1
4	Chapters 5 and 6 PowerPoint slides Handout 17-3, Exercise 17-4	Assignment 2 DB 2
5	Chapters 7 and 8 PowerPoint slides Exercise 17-5	Assignment 3 DB 3
6	Chapters 10, 19, and Appendix E PowerPoint slides Handout 17-6	Quiz 2
7	Chapters 11 and 12 APA Manual PowerPoint slides Handout 12-1	None
8	Chapter 13 APA Manual PowerPoint slides	Management Report
9	Chapters 14 and 15 PowerPoint slides	PPT Presentation
10	Group Pages	Group Pages
11		Student Evaluations Final Exam