

WAYLAND BAPTIST UNIVERSITY
Syllabus for
MANAGERIAL COMMUNICATIONS
MGMT 3310

Course Number and Title: MGMT 3310 Managerial Communication

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Catalog Description: MGMT 3310 - 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.

Prerequisite: ENGL 1301 and 1302, or consent of instructor.

Required Resource Materials:

- a. 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)
- b. Library Resources: WBU – On-line Library Services

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.

COURSE REQUIREMENTS AND EVALUATION:

Internet Access:

All on-line course students are required to have access to the Internet, an e-mail account and access to a computer with a Microsoft word processing capability. All information exchanges, homework assignments, exams, and other requirements for this course will be conducted via Wayland Baptist University Blackboard and e-mail.

NOTE: There is no associated web page/URL for this course.

Use of anti-virus software for computers is highly recommended.

Attendance Policy

This is an on-line course. Attendance is not taken, however, assignments and exams will be completed on or before the due date.

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.

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.

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.

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 someone else's work as one's own work. See current Wayland Baptist University Catalog for penalties that may be applied to individual cases of academic dishonesty.)

Handicap Provisions:

It is the 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.

The Instructor will arrange for facilities, mode of instruction, and other accommodations, to the maximum extent to provide an equal learning experience for any disabled student.

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

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.

Important Grade Information: 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.

Statement to Students to retain course research projects: WBU degree seeking students are strongly encouraged to retain copies of all research projects. To graduate from WBU, students must complete the senior Exit Seminar course GRAD 4101. The Exit Seminar is designed to capstone an adult learner's discipline knowledge through the completion of a program portfolio of the completion of an approved research project. The research project retained from previous courses, particularly courses within the discipline, will aid the adult learner in completing the GRAD 4101 course. For more information on the Exit Seminar, GRAD 4101, speak with a WBU academic advisor or visit the web site at http://www.wbu.edu/ak/exit/exit_seminar.htm.