



University Mission: Wayland Baptist University exists to educate students in an academically challenging and distinctly Christian environment for professional success, lifelong learning, and service to God and humankind.

Course: MNGT 3310 – Managerial Communication

Term: Summer, 2009 – May 26-August 8, 2009

Instructor: Shaughna L. Vaughan, M.A.

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Class Location: Phoenix Campus
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Class Meetings & Times: Friday, June 5, 2009 – 5:30-9:40pm
Saturday, June 6, 2009 – 8:00am – 4:00pm
June 7 – July 23 – Online
Friday, July 24, 2009 – 5:30-9:40pm
Saturday, July 25, 2009 – 8:00am – 4:00pm

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.

Prerequisites: ENGL 1301 and 1302, or consent of division

Required Textbook: Basic Business Communications, 11th edition, 2005, Lesikar & Flatley. McGraw-Hill publisher, ISBN: 0-073-31709-8



**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 PowerPoint software
- Demonstrate an understanding of the problems inherent in cross cultural communication
- Demonstrate an understanding and ability to pursue proper research methods
- Describe the main role of communication in business

**Attendance
Requirements:**

Students must attend the two weekend sessions to participate in this course. In addition, attendance points will be earned for responding to discussion questions in the online portion of this class.

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.”

**Course Requirements
and Grading Criteria:**

Chapter Assignments (1 point each for 19 chapters) = 19 points
Chapter Quizzes (4 @ 5 points each) = 20 points
Discussion Questions in Online Format (5 @ 1 point each) = 5 points
Mid-term Exam = 10 points



Final Project – Research Paper & PowerPoint = 26 points
 Attendance and Participation (2 points each session) = 20 points
 Total Points = 100

University Grading System:

90-100 points	A
80-89 points	B
70-79 points	C
60-69 points	D
Below 60 points	F

Course Schedule:

Class Session	Subject
Module I – June 5 (in person) 5:30-9:40pm Note: Modules I and II require mandatory attendance in order to complete this class.	Introduction and Overview; Preview of Textbook, Supplemental Readings, and Syllabus; Term Project Assigned and Discussed.
Module II – June 6 (in person) 8:00am – 4:00pm	Language Diagnostic Exercise Assignment for Module III: Read Chapters 1 thru 3. Answer one critical thinking question at the end of each chapter and submit to the digital dropbox. Respond to DQ #1 as posted. Due: June 14
Module III – June 14 (online)	Chapter 1: Communication in the Workplace Chapter 2: Adaptation and the Selection of Words Chapter 3: Construction of Clear Sentences/Paragraphs Chapter Quiz on Chapters 1 thru 3 - Online Assignment for Module IV: Read chapters 4 thru 6. Answer one critical thinking question at the end of each chapter and submit to the digital dropbox. Respond to DQ #2 as posted. Due: June 21
Module IV: June 21 (online)	Chapter 4: Writing for Effect Chapter 5: The Writing Process & Intro to Business Messages Chapter 6: Directness in Good News and Neutral Messages Chapter Quiz on Chapters 4 thru 6 - Online Assignment for Module V: Read chapters 7 thru 9. Answer one critical thinking question at the end of each chapter and submit to the digital dropbox. Respond to DQ #3 as posted. Due: June 28



Module V: June 28 (online)

Chapter 7: Indirectness in Bad News Messages
Chapter 8: Indirectness in Persuasive Messages
Chapter 9: Strategies in the Job Search Process

Assignment for Module VI:
Read chapters 10 thru 12. Answer one critical thinking question at the end of each chapter and submit to the digital dropbox. Respond to DQ #4 as posted. Due: July 5

Module VI: July 5 (online)

Chapter 10: Basics of Report Writing
Chapter 11: Short Reports and Proposals
Chapter 12: Long, Formal Reports
Mid-term Exam on Chapters 1 thru 12 – Online

Assignment for Module VII:
Read chapters 13 and 15. Answer one critical thinking question at the end of each chapter and submit to the digital dropbox. Respond to DQ #5 as posted.
Due: July 12

Module VII: July 12 (online)

Chapter 13: Graphics
Chapter 14: Informal Oral Communication
Chapter 15: Public Speaking and Oral Reporting
Chapter Quiz on Chapters 13 thru 15 – Online

Assignment for Module VIII:
Read chapters 16 and 17. Answer one critical thinking question at the end of each chapter and submit to the digital dropbox. Due: July 19

Module VIII: July 19 (online)

Chapter 16: Techniques of Cross Cultural Communication
Chapter 17: Correctness of Communication

Assignment for Module IX:
Read chapters 18 and 19. Bring an article to class on a topic in each chapter and be prepared to discuss in class.
Due: July 24

Module IX: July 24 (in person)
5:30-9:40pm

Note: Modules IX and X require mandatory attendance in order to complete this class.

Chapter 18: Technology Enabled Communication
Chapter 19: Business Research Methods
Chapter Quiz on Chapters 16 thru 19 – In Person

Assignment for Module IX:
Complete Term Project
Due: July 25

Module X: July 25 (in person)
8:00am – 4:00pm

Present Term Projects
Summary and Conclusion



Instructor Biographical Background

With over 45 years experience in the field of human resources, communication, and training, Shaughna has lead the way in creating innovative business environments in both the public and private sector. Working in such organizations as Heller International in Chicago, The City of St. Louis, Missouri, and The Keystone Group and Malandro Communication Inc. in Phoenix, she has developed a business knowledge and expertise in a variety of disciplines. Shaughna is also the former President of her own consulting firm, Corporate Path Development, Ltd. She held this position for ten years as a small business owner and entrepreneur.

Shaughna holds an M.A. in Human Resource Development and a B.A. in Human Resources (Summa cum Laude) with an Emphasis in Law Enforcement Administration, from Ottawa University in Phoenix. She is also a graduate of the School of Mortgage Banking at Ohio State University. Working with the Tempe Police Department and the Arizona Peace Officer Standards and Training Board, Shaughna was instrumental in the production of telecourse training programs in topics such as domestic violence, hate crimes, child abuse, and many more. She made a significant contribution in the design and implementation of distance learning programs, which attributed to the training of over 5,000 peace officers in the State of Arizona. Currently, Shaughna is an adjunct faculty professor at several universities in the metropolitan Phoenix area teaching adult education courses in management and human resources. She is a past member of the American Society of Industrial Security (ASIS) and the Association of Threat Assessment Professionals (ATAP). She is a full-time employee at the Surprise Police Department and serves as their Accreditation Manager working in the Professional Standards Unit.

In 1983, Shaughna managed a charity event for 1,200 guests in which all proceeds were awarded to the Hacienda de Los Angeles, a home for terminally ill children in Arizona. In addition, she managed a fund raising event in 1986 for Senator John McCain with former President Gerald Ford as the keynote speaker. As a former volunteer in both state and local law enforcement agencies, Shaughna received a special recognition award from the Arizona Department of Public Safety in 1994, and she was nominated for the President's Service Award in 1996 under the Clinton Administration.