



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: Winter, 2009 – November 12, 2009 thru February 4, 2010

Instructor: Shaughna L. Vaughan, M.A.

Phone and Email: Home: 623-271-8660
Cell: 623-606-0277
Email: cpdaz@cox.net

Class Location: Luke AFB Campus
Room 3149

Class Meetings & Times: Thursdays – 5:30-9:40pm

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 campus

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 a formal oral presentation integrating appropriately selected technology tools
- Demonstrate an understanding of the problems inherent in cross cultural communication
- Demonstrate an understanding and ability to pursue proper research methods

**Attendance
Requirements:**

Students must attend all sessions to participate in this course. In the event of an emergency, proper communication is expected to be excused.

Disability Statement:

“In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability 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 Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at 806-291-3765. Documentation of a disability must accompany any request for accommodations.”



Course Requirements and Grading Criteria:

Chapter Assignments (2 points each for 19 chapters) = 38 points
 Mid-term Exam = 10 points
 Final Project – Research Paper & PowerPoint = 42 points
 Attendance and Participation (1 points each session) = 10 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 – Nov 12	Introduction and Overview; Preview of Textbook, Term Project Assigned and Discussed; Language Diagnostic Exercise. Assignment for Module II: Read Chapters 1 thru 3. Answer one critical thinking question at the end of each chapter and bring to class for discussion. Due: Nov 19
Module II – Nov 19	Chapter 1: Communication in the Workplace Chapter 2: Adaptation and the Selection of Words Chapter 3: Construction of Clear Sentences/Paragraphs Assignment for Module III: Read chapters 4 and 5. Answer one critical thinking question at the end of each chapter and bring to class for discussion. Due: Dec 3
Module III – Dec 3	Chapter 4: Writing for Effect Chapter 5: The Writing Process & Intro to Business Messages Assignment for Module IV: Read chapters 6 thru 8. Answer one critical thinking question at the end of each chapter and bring to class for discussion. Due: Dec 10
Module IV: Dec 10	Chapter 6: Directness in Good News and Neutral Messages Chapter 7: Indirectness in Bad News Messages Chapter 8: Indirectness in Persuasive Messages Assignment for Module V: Read chapters 9 and 10. Answer one critical thinking question at the end of each chapter and bring to class for discussion. Due: Dec 17



Module V: Dec 17	Chapter 9: Strategies in the Job Search Process Chapter 10: Basics of Report Writing Mid-term Exam on Chapters 1 thru 12 Assignment for Module VI: Read chapters 11 thru 13. Answer one critical thinking question at the end of each chapter and bring to class for discussion. Due: Jan 7
Module VI: Jan 7	Chapter 11: Short Reports and Proposals Chapter 12: Long, Formal Reports Chapter 13: Graphics Assignment for Module VII: Read chapters 14 and 15. Answer one critical thinking question at the end of each chapter and bring to class for discussion. Due: Jan 14
Module VII: Jan 14	Chapter 14: Informal Oral Communication Chapter 15: Public Speaking and Oral Reporting Assignment for Module VIII: Read chapters 16 thru 18. Answer one critical thinking question at the end of each chapter and bring to class for discussion. Due: Jan 21
Module VIII: Jan 21	Chapter 16: Techniques of Cross Cultural Communication Chapter 17: Correctness of Communication Chapter 18: Technology Enabled Communication Assignment for Module IX: Read chapter 19. Answer one critical thinking question at the end of the chapter and bring to class for discussion. Due: Jan 28
Module IX: Jan 28	Chapter 19: Business Research Methods Assignment for Module IX: Complete Term Project Due: Feb 4
Module X: Feb 4	Presentation of 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.