SYLLABUS

1. Wayland Baptist University, Sierra Vista Campus – Tucson Site, 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** – TU01, Managerial Communication

4. Term: Fall 2009

5. Instructor: Jennifer Bazzell

6. Office Phone and email: 792-1506, bazzellj@wbu.edu

7. Office Hours, Building, and Location: 9 – 6p, 6235 E. Broadway

8. Class Meeting Time and Location: Wednesday, 6:00 – 9:40pm, 6235 E. Broadway

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; speaking effectively and developing useful organizational skills.

10. Prerequisites: ENGL 1301 and 1302, or consent of School.

11. Required Textbook and Resources:

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#	REVIEW
Business Communications	Lesikar	11th	2008	McGraw-Hill	978-0-07-305036-2	Spring 10

12. Optional Materials:

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 with cover letter.
- 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 the ability to pursue proper research methods.

14. Attendance Requirements: Attendance is required. Excessive late arrivals or early departures will be taken into consideration. Material will be discussed in class and included in the exams that is not in the book. The student may not miss any more than 25% of the class. A failing grade will be issued if absences exceed this amount.

15. 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."

16: Course Requirements and Grading Criteria:

Executive Summaries (3 x 100)	300
Mid-term Exam	250
Project/Presentation	200
Final Exam	250
Total Points Possible	1000

Student Assignments

I. Managerial Communication Article Written Summaries (30% of grade):

Students are required to provide written executive summaries for three (3) articles that are related to "Managerial/Business Communication" in order to help the theories from the textbook "come alive." Articles will be judged on the quality and relevance to the subject. Students should seek articles of at least one page (magazine size) in length and come from a business publication such as "Business Week," "Newsweek," "Fortune," "Forbes," or "Entrepreneur." Internet articles are also acceptable with sufficient citation as to the source:

a. A one-to-two page typewritten executive summary (double-spaced) of each article will be due on the date assigned. Papers must include a summary and editorial of the article (i.e. source, issues addressed, do you agree/disagree with the author and why, your opinions, and a conclusion).

Note: The article must be attached to your typewritten summary.

b. A three-five minute oral presentation of each article is required on the date Assigned.
c. Grading will be broken down as follows:

1 st Article: Content (70%), Grammar (20%), and Oral Presentation (10%),
2 nd & 3rd Article: Content (50%), Grammar (20%), and Oral Presentation (30%)

II. Final Project – Formal (Proposal) Presentation (20% of grade):

This project will be the student's opportunity to apply and demonstrate the knowledge and skills acquired during the second half of the course. All aspects of public speaking will be evaluated (i.e. voice quality, eye contact, body language, quality and effective use of visual aids, time utilization, etc.). The minimum requirements are as follows:

a. Students will select a topic related to a typical "Managerial Scenario." (Topic Selection and an outline draft are due no later than the 5 th class meeting).

Note: The instructor will provide topic ideas during the first class meeting.

b. Students will decide the setting (i.e. staff meeting, meeting with the board of directors, training session, sales or marketing proposal, etc.).
c. Students will offer a 7-10 minute persuasive presentation. As a minimum, the presentation will consist of an "Attention Getter," "Subject Overview," "Proposal Support," "Pro's & Cons," and a "Conclusion" that summarizes the important issues.
d. Students must develop and utilize visual aids (i.e. PowerPoint slides, overhead slides, handouts, etc) to enhance and support the presentation/proposal.

Note: A copy of the visual aids and final outline must be provided to the instructor on the day of the presentation.

17. Tentative Schedule: (Calendar, Topics, Assignments)

Week 1	Chapters 1 and 18
Week 2	Chapters 2 and 17
Week 3	Chapters 3 and 16
Week 4	Chapters 4 and 5 ***(First Executive Summary Due)***
Week 5	Chapter 6 and Midterm
Week 6	Chapters 7 and 8
Week 7	Chapters 9 and 10
Week 8	Chapters 11, 12, and Appendix B ***(Second Executive Summary Due)***
Week 9	Chapters 13 and 19 ***(Final Executive Summary Due)***
Week 10	Chapters 14 and 15 ***Final Project Due and Presentation***
Week 11	Final Exam

General Direction: It is very important to read and be prepared to discuss the chapters assigned before class meetings. Please make every effort to be present for classes. I understand we are all working with difficult schedules. Please let me know if you have a problem and I will do everything possible to be flexible and work with you. . 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 this University." It is highly recommended all students keep copies of their work with WBU, since they may need portions for the Grad Seminar portfolio projects.

18. Proctor Hours:

No proctors are available on dates that the offices are closed. Please arrive early enough to complete the exam prior to the close of business.

Tucson office:

Monday – Thursday 9AM – 5PM
Friday 9AM – 2PM