**MISSISSIPPI VALLEY STATE UNIVERSITY**

**Department of Business – Business Administration Program**

**BA 601 E01 Managerial Communications**

**Fall 2018**

**Dr. M.L. Shepherd**

Office: Business Education Building - #204

Office Phone: 662-254-3006; 662-207-4249 cell

Email: mlshepherd@mvsu.edu

Office Hours: Tuesdays & Thursdays 9:30 am – 1:30 pm

Wednesdays 9:00 am – 11:00 am

Mondays & Fridays by appointment

Day, Time and Location of Class Meeting: Online

**Required Course Resources**

*Business Communication: Process & Product*, 9th edition, Guffey &Loewy, ISBN 978-1305957961.

Students must submit all case analyses and the final report to *Turnitin* to be checked for grammar and plagiarism. *Turnitin* can be accessed through the link <https://www.turnitin.com>. ALL students must register through *Turnitin*. Only assignments submitted through *Turnitin* will be accepted for grading.

The **Class ID** for registration for this class is **18692644** and the **Enrollment Password** is **10518**. Similarity percentages should state no more than 10% similarity. *Turnitin* provides students the opportunity to further develop their writing skills. If you have any problems, please call or email me.

The textbook for this course is available on Reserve at the Circulation Desk at the James H. White Library for a 2-hour load period. Books must stay in the Library. Please take advantage of this resource, but keep in mind that copies of textbooks for each course are limited and may be in use by another student, particularly right before an assignment or reading is due. So, plan your textbook use accordingly.

# Catalog Course Description: (3 hrs)

This course focuses on the roles of communication networks and strategies in managerial decision making. Emphasis is placed on the role of communication skills in managing change, organizational conflict, and corporate cultures. Cases will be used to analyze and address specific management problems.

**Student Learning Outcomes**

Upon completion of the course, you should be able to:

* To increase your awareness of the importance and value of effective communication practices in organizations.
* Write clearly, concisely, and convincingly.
* Create impressive formal presentations that are delivered with confidence and poise.
* Listen and give and receive feedback effectively.
* Identify and adjust to the ethical aspects of corporate communications.
* Understand and negotiate the differences in communication between you and people from other backgrounds.
* Improve your understanding of the dynamics of group communication.
* Explore the nature of conflict in organizations and identify strategies for managing it.

**Course Requirements**

Graduate student.

**Course Support**

I will be the primary person you communicate with during this course. It is important to let me know if you are having trouble, or if you have any questions about your course. Please contact me when you have questions regarding:

* Course content
* Assignments, quizzes, tests, projects or your grade

**Student Support Services (Blackboard)**

Mr. Mack A. Pendleton,eLearning Manager

Education Building, Room #119

Telephone: 662.254.3114

**Grading**

Each student must own a textbook. Students are required to read and study the chapter assigned and be prepared to ask questions. You are encouraged to study chapter definitions, review questions, and PowerPoint slides.

The final grade in the course will be determined by both individual and group work. Grades will be comprised of the three components listed below:

1. **Application Cases**: Students will thoroughly analyze each assigned case and provide answers to questions at end of five cases over the semester. Analysis and answers will be submitted as a typed document formatted according to APA version 6 guidelines on the due dates listed in the class schedule. Each case analysis is worth 100 points. Total points for all case analyses is 500 points. Case analysis must be thorough and define your understanding of the case and concepts relative to each. Cases will be submitted to me through *Turnitin* only. (Total time 5 x 120 = 600)

2. **Class Discussions**: Each student is expected to participate in class discussions in the discussion forum each week. Each week’s discussion will focus both on the weekly reading assignments and cases studies. The class schedule identifies the dates, topics, and chapters covered. The class discussions are worth a total of 140 points (10 total points each week). All discussion questions must be answered in the week that they are posted. Points will not be awarded for late responses posted after the Sunday’s ending date. All discussion posts must be substantial and comprised of 100 – 150 words. No points will be given for responses such as “I agree”, “You are right”, etc. unless they specifically state what is agreed upon and add to the relevance and depth of the discussion. Students are expected to post a total of five responses to the discussion forum weekly. Two (or three) are answers to the initial discussion questions posted by me and the other are responses to your classmates. (Total time 14 x 180 = 2520 mins)

3. **Individual Project**: Each student will complete an individual project. Details will be given in a separate document. The individual project is worth 100 points. The class schedule identifies when the individual project is due. Students must submit their written reports to me through *Turnitin* only. (540 minutes)

NOTE: There is NO extra credit (assignment), and student will not be given an incomplete for this course!

**Grading Scale**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| A = 90-100 | B = 80-89 | C = 70-79 | D = 60-69 | F = 0-59 |

**Grade Appeals**

Any student who believes s/he has been graded unfairly during a semester should work actively and positively with me to resolve the matter informally. If the student believes that the grading issue has not been satisfactorily resolved, s/he should appeal the grade by following University procedures as outlined in the Student Handbook. When submitting a written complaint regarding grading practices, it is imperative that the student keep copies of supporting documentation (*course syllabus, graded assignments, a portfolio of other graded work from the course, including homework, projects, tests, and other assignments, if available*).

**Make-up Policy**

All discussions and assignments must be completed by Thursday, December 6, 2018.

**Attendance and Participation Policy:**

Report of Non-Attendance for the semester will be recorded on Friday, September 14, 2018. Students must record attendance by posting their biography in the Discussion Forum during the first week of class. You are expected to participate in all class discussions and assignments.

**Submission of Work**

Scheduled assignments must be completed and successfully submitted by due dates and time. Late submission of assignment will not be accepted, no exceptions will be made. All assignments must be submitted to the instructor.

**Special Needs and Accommodations**

Mississippi Valley State University is committed to providing reasonable accommodations for students with a documented disability. If you feel you are eligible to receive accommodations for a covered disability (medical, physical, psychiatric, learning, vision, hearing, etc.) and would like to request it for this course, you must be registered with the Services for Students with Disabilities (SSD) program administered by University College. It is recommended that you visit University College to register for the program at the beginning of each semester. If you are determined to be eligible after your confidential consultation, you will be provided with a Memo of Accommodations that must be submitted to each of your instructors. For more information or to schedule an appointment, please visit University College located in the H.G. Carpenter Building or call (662) 254-8376 or 8433.

**Academic Integrity**

All acts of academic dishonesty, including, but not limited to, cheating on exams, plagiarism, internet papers, paraphrasing internet papers, presenting someone else’s work as your own, failing to meet academic and professional requirements, will result in an automatic “F ”. The University’s academic honesty and plagiarism are enforced in this course.

**NOTE:** I will be happy to assist you with any course-related issues during my office hours. However, if you are not available during office hours, appointments can be arranged to accommodate you.

**Course Schedule**

|  |  |  |
| --- | --- | --- |
| **Date** | **Chapter Readings/Topics** | **Graded Activities and Assignments** |
| **Aug 20-26** |  |  |
| * Introductions and Syllabus review * Chapter 1/Business Communication in the Digital Age | * Biography due Wednesday, Aug 22   Syllabus assignment due August 26 |
| **Aug 27 – Sep 2** | * Chapter 2/Professionalism: Team, Meeting, Listening, Nonverbal, and Etiquette Skills |  |
| **Sept 3-9** | * Chapter 3/Intercultural Communication * Chapter 4/ Planning Business Messages | * Your Turn: *Applying Your Skills at Lyft*, pg. 724 due 9/9/18. Read and complete the required tasks/questions at end. Submit APA formatted report through *Turnitin*. |
| **Sept 10-16** | * Chapter 5/Organizing and Drafting Business Messages * Chapter 6/Revising Business Messages | * Sept 10 – Last day to drop/add classes * Sept 14 – Report of Non-attendance |
| **Sept 17-23** | * Chapter 7/Short Workplace Messages and Digital Media | * Your Turn: *Applying Your Skills at Walmart,* pg. 111 due 9/23/18. Read and complete the required tasks/questions at end. Submit APA formatted report through *Turnitin*. |
| **Sept 24-**  **Sep 30** | * Chapter 8/Positive Messages |  |
| **Oct 1-7** | * Chapter 9/Negative Messages | * Your Turn: *Applying Your Skills at Taco Bell,* pg. 203 due 10/7/18. Read and complete the required tasks/questions at end. Submit APA formatted report through *Turnitin*. |
| **Oct 8-14** | * Chapter 10/Persuasive and Sales Messages |  |
| **Oct 15-21** | * Chapter 11/Reporting in the Digital Age Workplace | * Your Turn: *Applying Your Skills at Pew,* pg. 424 due 10/21/18. Read and complete the required tasks/questions at end. Submit APA formatted report through *Turnitin*. |
| **Oct 22-**  **Oct 28** | * Chapter 12/Informal Business Reports |  |
| **Oct 29**  **Nov 4** | * Chapter 13/Proposals, Business Plans, and Formal Business Reports | * Nov 2 – Last day to withdraw from a class |
| **Nov 5-11** | * Chapter 14/Business Presentations | * 14.10 *Talking About Your Job,* Communication Technology, pg. 557 due 11/11/18. Read and complete the required tasks/questions at end. Submit APA formatted report through *Turnitin*. * Nov 9 – Last day to withdraw from the university |
| **Nov 12-18** | * Chapter 15/The Job Search, Resumes, and Cover Letters in the Digital Age |  |
| **Nov 19-**  **Nov 25** | * Thanksgiving Holidays |  |
| **Nov 26-**  **Dec 2** | * Chapter 16/Interviewing and Following Up |  |
| **Dec 6** | * Final Assignment due | * Instructions to be given. |

**NOTE:** This document does not constitute a contract with the University. It contains guidelines. The instructor reserves the right to make changes as necessary in the syllabus.