Managerial Communication Syllabus (Valid Summer 2020)

Stephen F. Austin State University
Nelson Rusche College of Business
Department of Business Communication and Legal Studies

BCM 520. Managerial Communication (Online Summer 2020)

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NOTE: Due to the recent rise in COVID19 cases in Texas, I am working remotely this summer and am not in the office. Please contact me on our D2L course site for questions. Zoom meetings are also available upon request.

Technical Requirements:
MS Word, PowerPoint, and Zoom proficiency; reliable access to the Internet; and a computer Webcam. (The Internet will be used for library research, D2L access, and for submitting assignments. NOTE: Assignments must be completed using Microsoft Word for the PC. Other formats are not accepted and will receive zero credit. Some assignments may require Microsoft Powerpoint or Zoom as audio-visual accompaniment to presentations.

Required Text:

Recommended Text:

Course Description:
This course is designed to expand your understanding of management and corporate communication and further enhances your written and oral communication skills as strategic management tools. Research projects and case studies prepare you to gather primary and secondary research, interpret findings, and report results using audience analysis, organization, drafting, revising, and visual aid development.

This course is a business-specific, graduate course; therefore, all course assignments are common to the business discipline and are written with business audiences in mind. (Accounting students please note that this course is not specifically a CPA study course for professional accreditation; it is a pre-professional course for managers.)
Course topics:

- Communicating in organizations
- Understanding the strategic model of communication
- Communicating with technology
- Communicating in meetings and with teams
- Making presentations
- Writing in the workplace
- Communicating interculturally and nonverbally
- Listening and responding
- Managing conflict
- Conducting interviews and performance appraisals
- Negotiating and persuading
- Conducting business research

Learning Objectives (LO): *
At the end of this course students will be able to:

1. Apply problem solving skills and key strategies to communicate effectively on four levels: interpersonal, group, organizational, and intercultural.
2. Use critical thinking skills to analyze and solve business communication problems.
3. Compose routine professional messages using appropriate formats and strategies (i.e. clear, concise, grammatically correct, and coherent print and electronic messages that meet professional standards and are appropriate to specific communication situations).
4. Plan and deliver professional presentations using appropriate visual aids.
5. Demonstrate interpersonal communication skills including appropriate nonverbal behavior, listening skills, and feedback strategies.
6. Contribute to small group problem-solving and decision-making discussions and collaborative writing.
7. Demonstrate an awareness of cultural differences in business communication.
8. Demonstrate knowledge of negotiation and conflict management skills.
9. Conduct primary and secondary research on contemporary business communication issues and develop written and oral reports with visuals that are appropriate for business audiences.

*See [http://www.sfasu.edu/cob/grad-plo.asp](http://www.sfasu.edu/cob/grad-plo.asp) for program learning outcomes for your major and particular courses.

Course Requirements:

1. Stay on schedule with the assigned material every week (in other words, do not work ahead or lag behind) and check D2L daily for announcements, etc. The learning modules begin and end on the dates indicated in your Course Timeline and on D2L. Assignment due dates are indicated in your Course Timeline and on Blackboard and will not be extended for any reason in this compressed class.
2. **Participate in all class discussions and activities.** Class activities provide opportunities to practice your communication skills. Discussions facilitate learning from your fellow students.

3. **Computer proficiency is required,** especially in the use of MS Word, PowerPoint® graphics software and the Internet for conducting research. All written assignments are to be word-processed and submitted in .doc or .docx format (not .pdf).

4. **Webcam/microphone, Adobe Flash Player, and DSL, Cable, or other high-speed connections are required for this course; dial-up connections will not work.** Do not rely on Wi-Fi, especially when taking online exams.

5. **Submit all course assignments on time.** To receive credit for the course, every gradable assignment must be completed. All assignments must be submitted through the D2L link by the deadline date indicated on the Course Timeline and on Blackboard. In this compressed class, **late assignments will not be accepted.** Do not wait until the last minute to submit your assignments – technology has been known to fail. Assignments will be evaluated electronically within D2L.

6. **Display appropriate academic conduct.** Unprofessional, uncivil, or disrespectful behavior will not be tolerated. See [http://sfasu.edu/policies/student-conduct-code.pdf](http://sfasu.edu/policies/student-conduct-code.pdf) You are required to produce and submit work that is original to you and that has been created by you for this class. Plagiarism will result in a failing grade on the assignment and/or in the course, or expulsion from the university. Plagiarism includes, but is not limited to: 1) submitting an assignment as if it were one’s own work when it is wholly or partly the work of another person, 2) submitting a work that has been obtained or purchased from the Internet or another source, and/or 3) incorporating the words or ideas for an author into one’s work without giving the author credit. You may review the university’s policy at: [http://sfasu.edu/policies/student_academic_dishonesty.pdf](http://sfasu.edu/policies/student_academic_dishonesty.pdf) In this business course, we will be using APA Style, the documentation style for all social sciences. Other documentation styles will not be accepted.

7. **Work collaboratively.** During this course, you will work collaboratively with each other to produce certain assignments. As a team, you must agree on a particular channel for your communication such as GroupMe, Google Hangouts, or Zoom for example, and a document-sharing repository such as Google Docs. When it comes to producing and sharing your work, don’t make your team members (and instructor) chase you down. It is your responsibility to keep up with the team about your activities. You are accountable to each other.  

   **Note:** Any team member who is not performing effectively with the team may be fired by the team after consultation with me. To institute a firing, team members must write a brief memo-style email to the instructor detailing their rationale for the firing with any supporting documentation. I will then make a final decision based on the rationale provided in the memo and/or observation of inappropriate levels of participation or behaviors. A fired team member will have the option to complete the assignment(s) alone, or to receive no credit for the team assignment(s); in addition, the fired team member will not be permitted to earn a higher grade than his/her team on the assignment(s).

8. **Expectations on writing quality in this course.** Your business communication reflects your professionalism, intelligence, and business acumen, as well as your attention to detail. These documents also reflect the care that your employer or organization takes in its interactions with its customers, shareholders, suppliers, and regulators. As such, your writing must be free of obvious or surface errors such as spelling, grammar, punctuation, pronoun usage, word choice, etc. Moreover, you must use Standard American English (SAE) in your writing.
In this graduate course, and in the final documents that you upload for grading, exceeding a three-error limit per document will insure a grade of C or below on your assignment(s). If writing is still a challenge for you at this stage in your academic career, take steps now to get help from AARC (see below), proofread out loud, and/or use the Microsoft tools or Grammarly to find and correct these credibility-killing errors before you submit your work.

Students with Disabilities:
To obtain disability-related accommodations, students with disabilities must contact the Office of Disability Services (ODS), Room 325 in the Human Services Building at (468) 3004 or (468) 1004 (TDD) as early as possible in the semester. Upon approval, the ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services may delay your accommodations. For additional information, go to: http://www.sfasu.edu/disabilityservices/

Academic Assistance and Resource Center (AARC):
AARC tutors will help you generate, organize, revise or edit a draft of any assignment. The center is located in Steen Library. To arrange an appointment, contact them at (936) 468-3401 or at arccdesk@sfasu.edu (Note: Working with the AARC staff does not guarantee a satisfactory grade on any assignment in this course.)

Assignments:
Résumé (LO 1-3) 100
Cover Letter-Persuasive Message (LO 1-3) 100
Memo-Direct & Indirect (LO 1, 2, 3, 9) 100
Chapter Discussions-15 (LO 1-9) 150
Assignments (LO 1-8) 100
Team Primary Research Instrument (LO 1, 2, 9) 50
Team Primary Research Report (LO 1, 2, 9) 200
Team Presentation (LO 1, 2, 4, 5, 9) 100
Final Exam (LO 1-9) 100

Grade Distribution:
900-1000 pts = A
800-899.9 pts = B
700-799.9 pts = C
< 700 pts = F

Note: Points, not percentages, are used to determine final grades. All cut-offs are firm. Grades are not curved.
Note: The proper time to challenge a score on an assignment is immediately after receiving your score, not at the end of the semester.