Managerial Communication Syllabus (Valid Summer 2021)

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

BCOM 5320. Managerial Communication (Summer 2021)

Professor: Dr. Lucia S. Sigmar  
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Phone: 936-468-1747 (office)  
E-mail: Lucia.Sigmar@sfasu.edu

NOTE: Due to COVID, I have restricted office hours on campus. 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 (optional):


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 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 D2L. 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, at the professor’s discretion, complete the assignment(s) alone, begin another research project alone, or 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/

Emotional and Mental Health:  
SFASU values students’ mental health and the role it plays in academic and overall student success. SFA provides a variety of resources to support students' mental health and wellness. Many of these resources are free, and all of them are confidential.

On-Campus Resources:  
SFASU Counseling Services  
www.sfasu.edu/counselingservices  
3rd Floor Rusk Building  
936-468-2401  

SFASU Human Services Counseling Clinic  
www.sfasu.edu/humanservices/139.asp  
Human Services Room 202  
936-468-1041  

Crisis Resources:  
Burke 24-hour crisis line 1(800) 392-8343  
Suicide Prevention Lifeline 1(800) 273-TALK (8255)  
Crisis Text Line: Text HELLO to 741-741  

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.)
Tentative Assignments:

- Persuasive Message (LO 1-3) 100
- Direct Strategy (LO 1, 2, 3, 9) 100
- Indirect Strategy (LO 1, 2, 3, 9) 100
- Chapter Discussions-15 (LO 1-9) 150
- Case Study Analyses (LO 1-8) 200
- Research Report (LO 1, 2, 9) 200
- Virtual Presentation (LO 1, 2, 4, 5, 9) 100

Grade Distribution:

855-950 pts = A
760-854.9 pts = B
665-759.9 pts = C
< 664 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.
<table>
<thead>
<tr>
<th>Module</th>
<th>Inclusive Dates</th>
<th>Reading Assignments</th>
<th>Major Assignments Due</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>5/17-5/24</td>
<td>• Read Chapter 1 <em>Communicating in Contemporary Organizations</em> and complete Chapter 1 Discussion by 5/24</td>
<td>Read Syllabus and Course Timeline and work through Introduction and Module 1 Content.</td>
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| Workplace Teams and Business Research Kick-Off |                 | • Read Chapter 4 *Managing Meetings and Teams* and complete Chapter 4 Discussion by 5/24 |  • Read Graduate Research Report and Zoom Presentation Assignment  
  • Animoto videos are due 5/20 at 11:00 p.m.  
  • Four-Person Research Teams Form on 5/21  
  (Team Leaders: E-mail your team’s membership to Dr. Sigmar no later than 11:00 p.m. on 5/21. Note: All team members must agree to be on your team. If team preferences are not received by 5/21, teams will be randomly assigned on 5/22.)  
  • Complete Team Charter and delegate work due no later than 11:00 p.m. on 5/24  
  • Begin work on semester-long Graduate Research Report and Presentation  |
|                                             |                 | • Read Chapter 9 *Writing Proposals and Reports* and complete Chapter 9 Discussion by 5/24 | Optional Class Meeting on Zoom Every Thursday at 6:00 p.m. (Click link on News feature to join me!)                                                                 |

Note: All team members must agree to be on your team. If team preferences are not received by 5/21, teams will be randomly assigned on 5/22.
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<tr>
<th>Week 2</th>
<th>5/24-5/31</th>
<th>Work through Module 2 content.</th>
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<tr>
<td>Managerial Communication</td>
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<td>Optional Class Meeting on Zoom</td>
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<td>Every Thursday at 6:00 p.m. (Click</td>
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<td>link on News feature to join me!)</td>
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<tr>
<td>Week 3</td>
<td>5/31-6/7</td>
<td>Week 4</td>
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<td>Strategic Communication</td>
<td>• Read Chapter 7 <em>Writing in the Workplace</em> and complete Chapter 7 Discussion by 6/7</td>
<td>• Read Chapter 10 <em>Listening</em> and complete Chapter 10 Discussion by 6/14</td>
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<td>Note: Due dates of Module 3 assignments are in quick succession. I recommend reading the chapters and doing the discussion boards on 5/31 and 6/1, then proceeding to the remainder of the assignments this week.</td>
<td>• Read Chapter 8 <em>Writing Routine Messages</em> and complete Chapter 8 Discussion by 6/7</td>
<td>• Read Chapter 11 <em>Communicating Nonverbally</em> and complete Chapter 11 Discussion by 6/14</td>
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<td>Work through Module 3 Content.</td>
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<td>• Conciseness Exercises (2) due 6/2</td>
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<td>• Strategic Message Assignment opens 6/6; due @ 11:00 p.m. on 6/7</td>
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<td>Optional Class Meeting on Zoom Every Thursday at 6:00 p.m. (Click link on News feature to join me!)</td>
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# BCOM 5320. Managerial Communication Tentative Course Timeline

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<tr>
<th>Week 5</th>
<th>6/14-6/21</th>
<th>Week 6</th>
<th>6/21-6/25</th>
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<tbody>
<tr>
<td>Negotiating and Interviewing</td>
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<td>Semester Project</td>
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<td></td>
<td></td>
<td>Final Exam</td>
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- **Read Chapter 13**  
  Managing Conflict and complete  
  **Chapter 13** Discussion by 6/14

- **Read Chapter 14**  
  Negotiating and complete  
  **Chapter 14** Discussion by 6/21

- **Read Chapter 15**  
  Conducting Interviews and complete  
  **Chapter 15** Discussion by 6/21

- **Guest Lecturer** Ryan Battacharya
- **Team Zoom Presentations** due @ 11:00 p.m. on Monday, 6/20
  - Optional Class Meeting on Zoom  
    Every Thursday at 6:00 p.m. (Click link on News feature to join me!)

- **Graduate Research Reports** due at 11:00 p.m. on Wednesday, 6/23
- **Case Analysis (Final Exam)**  
  opens on 6/21 and is due no later than 11:00 p.m. on Thursday, 6/24

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**How deadlines work in this course:** The modules will open on the dates indicated above. Budget your time accordingly.

Work through all of the content in the module before attempting the written assignments in order to best prepare for those high-point assignments. Proofread your work carefully before you submit your assignment for evaluation. **More than three**
surface errors will result in a grade of C or lower. (See writing policy in Course Syllabus). All assignments will be due on the dates/times indicated above.

To receive credit for the course, every gradable assignment must be completed. Assignments must be submitted through the designated D2L assignment portal by the due date specified on the Course Timeline. Late assignments will not be evaluated or accepted.