COURSE SYLLABUS

COLLEGE OF BUSINESS

SPRING SEMESTER 2012

MG 382W MANAGERIAL COMMUNICATIONS

INSTRUCTOR:	Jana Beaver, Ph.D.
OFFICE HOURS:	Mondays & Wednesdays 11:00 a.m. - 12:00 p.m. AND 1:30 p.m. - 2:30 p.m. Fridays 9:30 a.m. - 12:30 p.m.
OFFICE:	Keller Hall 348
OFFICE PHONE:	(256) 765-4938
E-MAIL:	Please correspond through your class e-mail account. Only use jbeaver@una.edu as a last resort.
FAX:	(256) 765-4959
COURSE TIME:	MW 12:00-1:15 (Jan. 2012 – May 2012)
SECTION NUMBER:	01 (20140)
COURSE DESCRIPTION:	The study of communication theory and its application to business is the main focus of this course. Emphasis is placed on planning and preparing effective written and electronic communication as well as nonverbal and oral presentation skills. Other course components include teamwork, global and ethical communication, and employment document preparation. (Fall, Spring & Summer)
CREDIT HOURS:	3
PREREQUISITE:	EN 112 or EN 121
COURSE DELIVERY METHOD:	Traditional and Angel

REQUIRED TEXTBOOK, SOFTWARE AND SUPPLIES:

Custom Pearson Book available in local bookstores
UNA: MG 382 Managerial Communications
ISBN-13: 9781256246053

Access to high speed internet (through UNA or an independent provider).

SUGGESTED BOOK:

American Psychological Association. *Publication Manual of the American Psychological Association*, (6th ed). 2009.

COURSE OBJECTIVES:

The student will be able to:

- Demonstrate proficiency in grammar, spelling, punctuation, capitalization, style, and word use to compose and format quality e-mail messages and memos, direct letters and business messages, persuasive and sales messages, and negative messages using a three step writing process. (CoB Goal 1)

- Demonstrate skill in drafting and completing well-researched proposals, formal reports, and oral presentations, including the use of online information sources and appropriate documentation to avoid plagiarism. (CoB Goal 1)

- Apply word processing, spreadsheet, presentation and other information technology skills necessary to complete and enhance documents and presentations. (CoB Goal 1)

- Demonstrate successful teamwork and meeting skills and evaluate one's self and others' strengths, weaknesses, and leadership abilities; recognize and apply effective listening and nonverbal techniques in achieving successful professional and interpersonal interactions. (CoB Goal 2)

- Understand the employment search process, including preparing effective résumés, applications, follow-up documents, and apply effective employment interview techniques all while displaying appropriate personal behavior and business etiquette in a variety of business and social situations. (CoB Goal 4)

TOPICS COVERED:

Basics of Business Communication
Communicating in Teams
Listening and Nonverbal Skills
Communicating in a World of Diversity
Using the 3 Step Writing Process – Planning, Writing, & Completing
Writing Routine, Positive, and Negative Brief Messages
Messages for Electronic Media
Supporting Messages with Quality Information and Visual Communication
Writing Reports and Proposals
Creating, Delivering, and Enhancing Oral and Online Presentations
Writing Employment Communication and Interviewing for Jobs

COURSE EVALUATION PROCESS:

Major Team/Individual Projects = 600 points (Employment Project = 200, Team Report = 200, Group Presentation = 200)	40%
Exams = 600 points (4 @ 100 points; 1 @ 150 points; One 50 point Quiz)	40%
Individual Writing Assignments = 200 points (3 @ varying points)	13%
Discussion Boards/Blog/Wiki = 100 points (5 @ 20 points)	7%
Total Points Possible = 1500 points	100%

GRADING SCALE:
Your letter grade is determined using the grade distribution that follows. Your percentage is found by dividing your total points by the total points available. This percentage is them matched to a letter grade. You can determine your standing in the class at any point in the semester by tracking your points and the total points to date.

A	90% = 1342 points or above
B	80% = 1192 - 1341
C	70% = 1042 - 1191
D	60% = 892 - 1041
F	891 points or below

CLASS ATTENDANCE AND PARTICIPATION:
Students are expected to complete chapter readings, participate in classroom discussions of the topics, and do a series of skill-building assignments/projects. Please check Angel for any course updates or communications from the instructor. The university absence policy applies.

EXAMS AND PROJECTS:
The online chapter exams will consist of multiple choice questions taken from the textbook test bank. These exams test understanding of communications concepts. The projects evaluate how well students can apply those concepts. Please remember that these are individual exams and no additional outside help is allowed. The course schedule reflects the timing of these exams, so please plan accordingly. After you complete your exam, please do not discuss the exam with anyone until after the exam "window" is closed.

LATE ASSIGNMENTS:
There will be no make-up exams unless approved by the instructor in advance or due to extenuating circumstances (as determined by the instructor). The exam and assignment due dates will be strictly followed. If you are going to have a problem with one of the exam dates or due dates, please let the instructor know in advance.

TEACHING AND LEARNING PARTNERSHIP:
Teaching and learning is a partnership between faculty and students. I will fulfill my partnership obligations by being prepared for every class meeting, serving as an advisor, consultant, mentor and providing clarifications of difficult or confusing concepts.

You will fulfill your partnership obligations by being prepared for each class meeting and being a fully participative, responsive, working class member.

ACADEMIC HONESTY—UNIVERSITY POLICY:
Plagiarism and cheating are serious offenses and may be punished by failure on exam, paper or project, failure in course; and/or expulsion from the University. For more information refer to the "Academic Dishonesty" policy in the University Undergraduate

ADA ACCOMMODATION STATEMENT—UNIVERSITY POLICY:
In accordance with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, the University offers reasonable accommodations to students with eligible documented learning, physical and/or psychological disabilities. Under Title II of the Americans with Disabilities Act (ADA) of 1990, Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Amendment Act of 2008, a disability is defined as a physical or mental impairment that substantially limits one or more major life activities as compared to an average person in the population. It is the responsibility of the student to contact Disability Support Services to initiate the process to develop an accommodation plan. This accommodation plan will not be applied retroactively. Appropriate, reasonable accommodations will be made to allow each student to meet course requirements, but no fundamental or substantial alteration of academic standards will be made. Students needing assistance should contact Disability Support Services (256-765-4214).

EMAIL DROP PROCEDURE—UNIVERSITY POLICY:
Any student wishing to drop a class may logon to their secure UNA email account and send an email to their instructor of record and a copy of the email to the Registrar's Office at registrar@una.edu. This will be valid for online courses as well as regular courses. The email MUST come from the student's UNA portal account. The Registrar's Office will officially drop a student from the course after receiving a response from the instructor which includes permission to drop and their grade of W, WP, or WF. In the email, be sure that you include your full name, UNA ID number, course section and 5 digit course registration code.

IMPORTANT TECHNICAL SUPPORT CONTACT INFORMATION:
- UNA Angel Learning Management System Support: angelsupport@una.edu (from your UNA portal e-mail if possible)
- UNA Portal FAQs: http://unaportal.una.edu/site/faqlogin.html
- UNA Computer Services Support: cpsupport@una.edu (from your UNA portal e-mail if possible)

UNA College of Education: Alignment of Alabama State Department of Education Standards for Business and Marketing Education

Standard	Assessment
290-3-3-.23(1)(b)3.(i) Ability to teach academic core concepts.	Specific exam questions from the test covering College of Business Goal #1: grammar, spelling, punctuation, capitalization, style, and word use to compose and format quality e-mail messages and memos, direct letters and business messages, persuasive and sales messages, and negative messages – passing score
290-3-3-.23(1)(b)3.(iii) Ability to teach writing skills.	Individual Writing Assignment #3 – passing score

290-3-3-.23(1)(b)3.(vii) Ability to teach teamwork skills.	Team Report – passing score
290-3-3-.23(1)(b)3.(ix) Ability to teach communication skills.	Specific exam questions from the test covering the communication skills topic – passing score
290-3-3-.23(1)(b)6. Ability to assist students in developing and evaluating a career plan and preparing and updating a career/employment portfolio.	Employment Project – passing score
290-3-3-.25(1)(a)6. Knowledge of verbal and non-verbal communication skills as related to the workplace.	Employment Project (the mock interview) component) – passing score
290-3-3-.25(1)(b)4. Ability to apply formal/informal communications skills and techniques as used in the workplace. For example, listening skills, nonverbal communication, oral communication skills, business document composition and production, telephone skills and etiquette, electronic communication skills and etiquette, and presentation development and delivery.	Team Report – passing score AND Group Presentation – passing score AND Individual Writing Assignment #3 – passing score