**MISSISSIPPI VALLEY STATE UNIVERSITY**

**Department of Business – Business Administration Program**

**BA 601 E01 Managerial Communications**

**Fall 2022**

**Dr. M.L. Shepherd**

Office: Business Education Building - #204

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

Email: mlshepherd@mvsu.edu

Office Hours: Tues & Thurs 9:30 am – 1:00 pm;

Virtual Office Hours via **mvsu.mywconline.com**: Wed: 11:00 am – 2:00 pm

Day, Time and Location of Class Meeting: Online

**Required Course Resources**

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

*Publication Manual of the American Psychological Association* 7th edition**,** ISBN **978-1-4338-3216-1**

Students must submit all assignments through Canvas. Canvas is connected to *Turnitin* through an external link. Submitted assignments will be checked for grammar and plagiarism. Similarity percentages should state no more than 10% similarity, however, there are exceptions in some of the assignments, (such as, when the instructions are to copy some wording directly). *Turnitin* provides students the opportunity to further develop their writing skills. If you have any problems, please call or email me. Only assignments submitted through Canvaswill be accepted for grading.

# 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:

* Increase your awareness of the importance and value of effective communication practices in organizations.
* Write clearly, concisely, and convincingly in business communication.
* Identify and adjust to the ethical aspects of corporate communications.
* Understand and negotiate the differences in communication between you and people from other backgrounds.

**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 (Canvas)**

Canvas Instructure products support the current and previous major releases of the following browsers:

* **Chrome** 102 and 103
* **Firefox** 101 and 102 (Extended Releases are not supported\*)
* **Edge** 102 and 103
* **Respondus Lockdown Browser** (supporting the latest system requirements)
* **Safari**14 and 15 (Macintosh only)

You can verify that the browser you are currently using is up to date by using the browser checker tool in the link below.   
  
https://community.canvaslms.com/t5/Canvas-Basics-Guide/What-are-the-browser-and-computer-requirements-for-Canvas/ta-p/66

Important note: If you need help downloading one of these browsers, The Online and Distance Education Staff will be happy to help you. Submit a helpdesk ticket by emailing DistanceEd@mvsu.edu. Please use your MVSU email address to submit your helpdesk ticket.  You can also receive assistance by calling 662-254-3913 or 662-254-3624.

**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. **Assignments**: Students will complete five assignments designed to strengthen their understanding and application of the varied communication methods of business. Assignments will be submitted as a typed document formatted according to APA version 7 guidelines where applicable. Students are to read the instructions for each assignment and submit the required report through Canvas on the due dates listed in the class schedule. Each assignment is worth 100 points. Total points for all assignments are 500 points. Assignments must be thorough and define your understanding of the concepts relative to each. Only assignments submitted through Canvaswill be accepted for grading. (Total time 5 x 120 = 600 minutes)

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 208 points (16 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 eight responses to the discussion forum weekly. Three are answers to the initial discussion questions posted by me and the other are responses to your classmates. (Total time 13 x 180 = 2340 minutes)

**3. Weekly Reflections:** Each student will submit a weekly reflection consisting of 100 words or more by Sunday of each week stating what he/she learned from the week’s readings, discussions, etc., as well as how what has been learned may be implemented into their life (career) going forward. There or no right or wrong reflections. You will use this exercise to focus on things you learn in class that will help you in your professional journey, so that you have a document that you can use as a guide for your personal and professional development. The weekly reflections are worth a total of 130 points (10 points each week). Reflections must be posted weekly. (Total Time: 13 x 20 minutes = 260 minutes)

3. **Final Assignment**: Each student will complete a final assignment. Details will be given in a separate document. The assignment is worth 100 points. The class schedule identifies when the assignment is due. Students must submit their written reports to me through Canvasonly. (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**

No make-up assignments will be given. Late assignments may only be submitted upon expressed consent by me. All discussions and assignments must be completed and submitted in Canvas by the due dates listed on the syllabus.

**Attendance and Participation Policy:**

**Report of Non-Attendance for the semester will be recorded on Friday, September 16, 2022**. 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 a student has a disability that qualifies under the Americans with Disability Act (ADA) and requires accommodations, he/she should contact the Services for Students with Disability Office to obtain this service. Disabilities covered by the ADA may include learning, physical, psychiatric, vision, hearing, or chronic health disorders. Students who are uncertain if their condition/disability is qualified should contact the SSD Office.

Mrs. Kathy Brownlow/ ADA Coordinator  
Social Science Building Office 105    
Phone/e-mail: 662-254-3443, kbrownlow@mvsu.edu.

**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 22--28** |  |  |
| * Introductions and Syllabus review * Chapter 1/Business Communication in the Digital Age | * Biography due Wednesday, 8/24 * Week 1 Weekly Reflection due 8/28 |
| **Aug 29--Sep 4** | Chapter 2/Professionalism: Team, Meeting, Listening, Nonverbal, and Etiquette Skills | * Syllabus Quiz due Wednesday 8/31 * Week 2 Weekly Reflection due 9/4 |
| **Sep 5--11** | Chapter 3/Intercultural Communication  Chapter 4/ Planning Business Messages | * Chapter 2: Your Turn: *Applying Your Skills at Lyft*, pg. 72 due **9/11/22**. Read instructions and complete the required tasks. Submit APA formatted report through Canvas. * Week 3 Weekly Reflection due 9/11 |
| **Sept 12-- Sep 18** | Chapter 5/Organizing and Drafting Business Messages  Chapter 6/Revising Business Messages | * **Sep 12**– Last day to drop/add classes * **Sep 13** - Financial Clearance * **Sept 16** – Report of Non-attendance * Week 4 Weekly Reflection due 9/18 |
| **Sep 19--Sep 25** | Chapter 7/Short Workplace Messages and Digital Media | * Chapter 3: Your Turn: *Applying Your Skills at Walmart,* pg. 111 due **9/25/22**. Read instructions and complete the required tasks. Submit APA formatted report through Canvas. * Week 5 Weekly Reflection due 9/25 |
| **Sep 26—Oct 2** | Chapter 8/Positive Messages  Chapter 9/Negative Messages | * Week 6 Weekly Reflection due 10/2 |
| **Oct 3--9** | Chapter 10/Persuasive and Sales Messages | * Chapter 6: Your Turn: *Applying Your Skills at Taco Bell,* pg. 203 due **10/9/22**. Read instructions and complete the required tasks. Submit APA formatted report through Canvas. * Week 7 Weekly Reflection due 10/9 |
| **Oct 10--16** | Chapter 11/Reporting in the Digital Age Workplace | * Academic Advisement **Oct 10-12 Virtual and In-Person** * Week 8 Weekly Reflection due 10/16 |
| **Oct 17--23** | Chapter 12/Informal Business Reports | * Chapter 11: Your Turn: *Applying Your Skills at Pew,* pg. 424 due **10/23/22**. Read instructions and complete the required tasks. Submit APA formatted report through Canvas. * Week 9 Weekly Reflection due 10/23 |
| **Oct 24--30** | Chapter 13/Proposals, Business Plans, and Formal Business Reports | * Week 10 Weekly Reflection due 10/30 |
| **Oct 31--Nov 6** | Chapter 14/Business Presentations | * **Nov 4** – Last day to withdraw from a class * Week 11 Weekly Reflection due 11/6 |
| **Nov 7--13** | Chapter 15/The Job Search, Resumes, and Cover Letters in the Digital Age | * **Nov 11** – Last day to withdraw from the university * Chapter 14: 14.10 *Talking About Your Job,* Communication Technology, pg. 557 due **11/13/22**. Read instructions and complete the required tasks. Submit APA formatted report through Canvas. * Week 12 Weekly Reflection due 11/13 |
| **Nov 14--20** | Chapter 16/Interviewing and Following Up | * Week 13 Weekly Reflection due 11/20 |
| **Nov 21--25** | Fall Break/Thanksgiving Holiday |  |
| **Nov 28—Dec 4** | Final Assignment Preparation | * Instructions to be given. |
| **Nov 30** | Graduating Students Final Assignment Due |  |
| **Dec 9** | Final Assignment due |  |

**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.