

**Sam Houston State University
College of Business Administration
Department of General Business and Finance**

**BUAD 5310—Managerial Communication
Spring 2018**

Instructor: Traci Austin, Ph.D.
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Office Hours:

Monday:	10:00 a.m. – 12:00 p.m.
Tuesday:	10:00 a.m. – 12:00 p.m., 2:00 p.m. – 3:30 p.m.
Wednesday:	By appointment
Thursday:	10:00 a.m. – 12:00 p.m., 2:00 p.m. – 3:30 p.m.
Friday:	By appointment

Prerequisites:

MS Word and PowerPoint® proficiency

Required Text:

Hynes, G. E. (2016) *Managerial Communication: Strategies and Applications*, 6th Ed. (Sage)

Course Description:

This course is designed to expand students' understanding of management and corporate communication and to enhance managerial writing and speaking skills. Research projects and case studies prepare students to conduct business research and to report results.

Topics Covered:

- Role of managerial communication in organizations
- Group dynamics/group problem solving

- Professional writing
- Professional presentations/visual aids
- Intercultural managerial communication
- Listening and giving feedback
- Conflict management
- Conducting managerial interviews
- Managerial negotiation
- Managerial persuasion
- Use of technology in organizational communication
- Conducting business research

Learning Objectives (LO):

At the end of this course students will be able to:

- Apply problem solving skills and key strategies to communicate effectively on four levels: interpersonal, group, organizational, and intercultural.
- Use critical thinking skills to analyze and solve business communication problems. Compose routine professional messages using appropriate formats and strategies.
- Plan and deliver professional presentations using appropriate visual aids.
- Demonstrate interpersonal communication skills including appropriate nonverbal behavior, listening skills, and feedback strategies.
- Contribute to small group problem-solving and decision-making discussions.
- Demonstrate an awareness of cultural differences in business communication.
- Demonstrate knowledge of negotiation and conflict management skills.
- Conduct primary and secondary research on contemporary business communication issues and develop written and oral reports of the research results that are appropriate for business audiences.

Course Requirements

- Schedule. Please stay on schedule with the assigned material every unit (in other words, do not work ahead or lag behind). The two-week units begin and end on the dates indicated in your Course Timeline and on Blackboard. Assignment due dates are indicated in your Course Timeline and on Blackboard.
- Participation in all class discussions and activities. Class activities provide opportunities to practice your communication skills. Discussion forums facilitate learning from your fellow students.
- 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).

- Web Cam/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.
- Timely submission of all course assignments. To receive credit for the course, every gradable assignment must be completed. To avoid a late penalty, every assignment must be submitted through the Blackboard grade center by the deadline date indicated on the course Timeline and on Blackboard. Late written assignments will cost 10 course points per hour. (Tip: It is risky to wait until the last minute to submit your assignments – technology has been known to fail.) Late quizzes, discussion activities, and exams will not be accepted.
- Appropriate academic conduct. Unprofessional, uncivil, or disrespectful behavior will not be tolerated. Plagiarism (submitting others' work without appropriate citation or allowing others to submit your work without citation) will not be tolerated.

Assignments:

Discussions & Activities (LO 1-9) (Animoto, Office Mix Mini-Presentation)	70
Listening Exercise/Interview (LO 1,2,3,5,6,7,8)	50
Chapter Quizzes	130
Final Exam (LO 1-9)	100
Routine Message (LO 1,2,3,9)	100
Research Report (LO 1,2,9)	200
Team Presentation (LO 1,2,4,5,9)	100
Total course points =	750

Grade Distribution:

675-750 pts	=	A
600-674.9 pts	=	B

525-599.9 pts	=	C
< 524.9 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.

Students with Special Needs:

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. Students with a disability that affects their academic performance are expected to register with the SHSU Counseling Center and to notify the instructor the first week of the semester so that reasonable accommodation can be arranged, ensuring that participation and achievement opportunities are not impaired. For more information contact the Director of the Counseling Center, chair of the Committee for Continuing Assistance for Disabled Students, at 936-294-1720.

Sam Houston Writing Center:

Writing tutors will help you generate, organize, revise or edit a draft of any assignment. The center is located in Farrington III on SHSU's main campus and has both day and evening hours. The center also provides distance tutoring by Skype and email for students who do not take classes on the Huntsville campus. Email wctr@shsu.edu or call 936-294-3860 for more information.

NOTE: Working with Writing Center staff does not guarantee a satisfactory grade on any assignment in this course.

Americans with Disabilities Act:

(See http://www.shsu.edu/~vaf_www/aps/documents/811006.pdf)

Attendance and Class Conduct Policy:

Varies by instructor (See also http://www.shsu.edu/~vaf_www/aps/documents/800401_001.pdf)

Academic Misconduct Policy:

(See http://www.shsu.edu/~vaf_www/aps/documents/900823_001.pdf)

Unit	Dates	Chapters/Topics	Assignments Due
1	Jan 17 – Jan 28	<ul style="list-style-type: none"> Chapter 1: Communication in Contemporary Organizations Chapter 2: The Managerial Communication Process 	<p>Due at 11:00 p.m. on 1/28:</p> <ul style="list-style-type: none"> Animoto Introduction Video Quizzes for Chapters 1 & 2 <p>Due at 11:00 p.m. on 1/31:</p> <ul style="list-style-type: none"> Comments on classmates' Animoto Introductions
2	Jan 29 – Feb 11	<ul style="list-style-type: none"> Chapter 3: Communicating with Technology Chapter 4: Managing Meetings and Teams 	<p>Due at 11:00 p.m. on 2/4:</p> <ul style="list-style-type: none"> Quizzes for Chapters 3 & 4 <p>Due at 11:00 p.m. on 2/11:</p> <ul style="list-style-type: none"> Office Mix Team Mini-Presentation
3	Feb 12 – Feb 25	<ul style="list-style-type: none"> Chapter 6: Contemporary Managerial Writing Chapter 7: Writing Routine Messages 	<p>Due at 11:00 p.m. on 2/18:</p> <ul style="list-style-type: none"> VoiceThread Discussion 1 Quizzes for Chapters 6 & 7 <p>Due at 11:00 p.m. on 2/25:</p> <ul style="list-style-type: none"> Routine Message
4	Feb 26 – Mar 19	<ul style="list-style-type: none"> Chapter 8: Writing Management Reports and Proposals APA citation style, formal report parts 	<p>Due at 11:00 p.m. on 3/19:</p> <ul style="list-style-type: none"> Quiz for Chapter 8
5	Mar 20 – Apr 1	<ul style="list-style-type: none"> Chapter 11: Intercultural Managerial Communication Chapter 12: Conflict Management 	<p>Due at 11:00 p.m. on 4/1:</p> <ul style="list-style-type: none"> Research Reports Quizzes for Chapters 11 & 12

6	Apr 2 – Apr 15	<ul style="list-style-type: none"> Chapter 9: Managerial Listening Chapter 14: Conducting Interviews 	<p>Due at 11:00 p.m. on 4/8:</p> <ul style="list-style-type: none"> Quizzes for Chapters 9 & 14 <p>Due at 11:00 p.m. 4/15:</p> <ul style="list-style-type: none"> VoiceThread Interview Response
7	Apr 16 – Apr 29	<ul style="list-style-type: none"> Chapter 5: Making Persuasive Presentations Visual Aids and PowerPoint Principles Chapter 10: Nonverbal Communication 	<p>Due at 11:00 p.m. on 4/22:</p> <ul style="list-style-type: none"> Quizzes for Chapters 5 & 10 <p>Due at 11:00 p.m. on 4/29:</p> <ul style="list-style-type: none"> Team Presentation Phase I
8	Apr 30 – May 7	Finish Team Presentation, Prep for Final Exam	<p>Due at 11:00 p.m. on 5/7:</p> <ul style="list-style-type: none"> Team Presentation Phase 2
9	May 8	Final Exam	Final Exam – May 8