

Managerial Communications

BSMG6207

Course Outline

Description: Increase your knowledge of business management theory and improve your business writing capabilities. This course introduces the key strategies and tactics needed to execute effective written and oral communications with employees, supervisors, and customers. Learn how to organize, produce and revise business documents for internal and external distribution.

Course Goals:

- To increase your knowledge of communication theory, strategy and application
- To improve your business writing skills within the context of managerial communications
- To improve your communications planning skills
- To increase your awareness of the ever-changing dynamics of communicating in today's workplace -- working in teams, and communicating across cultures.

Course Objectives:

- Apply the Three Phase (3X3) Writing Process to all business writing (e.g., memos, letters, e-mail messages) following standard conventions for style and format.
- Improve your ability to make document revisions, while reviewing key errors in organization, usage, tone, and format.
- Organize business documents utilizing either the direct or indirect plan, based on document analysis and standard conventions.
- Develop effective business proposals.
- Increase your understanding of the basics of English grammar, mechanics, and usage.

Course Duration:

- 13 Weeks
- ONLINE

Communications:

Course announcements; changes/updates to the course outline (syllabus); readings; deadlines/schedule, and any other information will be posted within OWL.

Out of respect for your classmates, especially the members in your group with whom you will be closely working, please check any messages addressed to you within OWL, including announcements and other messages I post in our course **at least once every other day**.

Evaluation:

A series of online activities and written assignments provides participants with ample opportunity to apply the writing process to the preparation of routine, persuasive, and negative messages (e.g., letters, memos, e-mail messages); and to improve writing skills based on instructor feedback. Assignments will

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present scenarios specific to managerial and employment-related communications and individual components of the course are outlined below, and in more detail on the following pages.

Participation: (see below)	20%
Quiz # 1: Online quiz (see details below)	10%
Quiz # 2: Online quiz (see details below)	15%
Assignment # 1: Activity 7.2 (see below)	10%
Assignment # 2: Activity 13.1 (see below)	20%
Final Exam:	25%

Notes on Assignments:

- Must have a clear focus
- Must present ideas in a logical and well thought-out flow
- Arguments, analysis and conclusions must be based on clearly identified research and sources
- Must cite all references from other sources
- Must be in paragraph format
- Must be double-spaced, and typewritten

Policy on Cheating and Academic Misconduct:

Academic honesty is a cornerstone of conduct at Western University. We cannot have freedom of expression without integrity. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences; please refer to the section on “Scholastic Offences” in the current University Academic Calendar, or on the web at <http://www.westerncalendar.uwo.ca>. Such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course any academic work for which credit has previously been obtained or is being sought in another course in this University or elsewhere (without the knowledge and approval of the instructor to whom the work is submitted). Students enrolled in non-degree courses are expected to abide by the University’s code of conduct.

Code of Student Conduct:

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: <http://www.uwo.ca/univsec/pdf/board/code.pdf>.

Plagiarism:

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (<http://www.turnitin.com>).

Please refer to next page for Course Schedule

ONLINE COURSE SCHEDULE

Week (Date)	Class Agenda/Topics	Activities/Homework
Week 1	Course Overview Student Introductions Communication Foundations Chapter 1: Business Communication in the Digital Age.	<ul style="list-style-type: none"> • Read Chapter 1 • Post introduction online in Week 1 Forum • Complete CLUE Review – Chapter 1 • Complete unmarked homework assignment: First Reflective Journal entry, see Assignments Page. • Complete other activities as posted online in Lessons and Forums
Week 2	Chapter 2: Professionalism: Team, Meeting, Listening Chapter 3: Intercultural Communication	<ul style="list-style-type: none"> • Read Chapters 2 and 3 • Complete CLUE Review 2 & 3 • Complete activities as posted online in Lessons and Forums
Week 3	Chapter 4: Planning Business Messages	<ul style="list-style-type: none"> • Read Chapter 4 • Complete CLUE Review 4 • Complete activities as posted online in Lessons and Forums

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<p>Week 4</p>	<p>Chapter 5: Organizing and Drafting Business Messages</p>	<ul style="list-style-type: none"> • Read Chapter 5 • Complete CLUE Review 5 • Complete activities as posted online in Lessons and Forums • Reminder: Quiz # 1 (Covering the first 98 pages of the textbook, plus CLUE Reviews 1-3)
<p>Week 5</p>	<p>Chapter 6: Revising Business Messages</p>	<ul style="list-style-type: none"> • Read Chapter 6 • Complete CLUE Review 6 • Complete activities as posted online in Lessons and Forums
<p>Week 6 (Post Free)</p>	<p>Chapter 7: Short Workplace Messages and Digital Media</p> <p>NOTE: This is a scheduled "Post Free" week, where you are not required to participate in any Forum discussions unless you choose to do so.</p> <p>You will still be expected to have read Chapter 7 for questions on the final exam.</p>	<p>ASSIGNMENT #1 is due</p> <ul style="list-style-type: none"> • Read Chapter 7 • Complete CLUE Review 7 • Optional Forum for those who wish to stay connected with each other during the week.

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Week 7	Chapter 8: Positive Messages (Direct Requests, Direct Claims, and Adjustment Messages)	<ul style="list-style-type: none">• Read Chapter 8• Complete CLUE Review 8• Complete activities as posted online in Lessons and Forums
Week 8	Chapter 9: Negative Messages	<ul style="list-style-type: none">• Read Chapter 9• Complete CLUE Review 9• Complete activities as posted online in Lessons and Forums
Week 9	Chapter 10: Persuasive and Sales Messages	<ul style="list-style-type: none">• Read Chapter 10• Complete CLUE Review 10• Complete activities as posted online in Lessons and Forums

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<p>Week 10</p>	<p>Chapter 11: Reporting in the Digital-Age Workplace</p> <p>Chapter 12: Informal Business Reports</p>	<ul style="list-style-type: none"> • Read Chapters 11 & 12 • Complete CLUE Review 11 & 12 • Reminder: Complete Assignment #2 for next week • Complete activities as posted online in Lessons and Forums • Reminder: Quiz # 2 – Covering Chapters 8-10 and CLUE Reviews 8-10 due this week
<p>Week 11</p>	<p>Chapter 13: Proposals, Business Plans, and Formal Reports</p>	<ul style="list-style-type: none"> • Read Chapter 13 • Complete CLUE Review 13 • Complete activities as posted online in Lessons and Forums
<p>Week 12</p>	<p>Chapter 14: Business Presentations</p>	<p>ASSIGNMENT #2 due this week</p> <ul style="list-style-type: none"> • Read Chapter 14 • Complete CLUE Review 14 • Complete activities as posted in Lessons and Forums • Complete Unmarked homework assignment: Final Reflective Journal entry, see Assignments Page.
<p>Week 13</p>	<p>Final Exam Online</p> <p><u>(NOTE: There can be no extensions given.</u></p>	<p>Multiple Choice, True/False, Short Answer Exam</p>