

Managerial Communications

WCIM 6201

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. 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: At the completion of this course, the student will be able to:

- Apply the three-phase process to all business writing
- Develop business documents, based on strategic analysis following the standard conventions and best practices, as well as ethics
- Produce specialized business documents (e.g. proposals, grants and reports)
- Revise and edit a document to address errors in organization, grammar, mechanics, usage, tone and format, and produce measurable results
- Deliver an effective business meeting
- Engage more effectively in interpersonal communications
- organize and deliver an effective oral presentation that engages the audience
- Communicate effectively in a team environment to deliver a group project

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 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:	10%
Quiz # 1:	10%
Quiz # 2:	10%
Assignment #1: Individual Written Assignment	15%
Assignment #2: Individual Written Assignment	10%
Assignment #3: Team Report and Presentation	20%
Final Exam:	25%
Total:	100%

Notes on assignments (papers and reports):

- Must be academic in style and content
- 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
- Must follow APA style

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.

Course Schedule:

Week 1	<p>Course Overview Student Introductions</p> <p>Communication Foundations</p> <p>Chapter 1: Business Communication in the Digital Age Formal and Information communications Ethics in communication</p>	<ul style="list-style-type: none"> • Read Chapter 1 • Complete CLUE Review – CH 1
Week 2	<p>Communication Foundations</p> <p>Chapter 2: Professionalism: Team, Meeting, Listening</p> <p>Chapter 3: Intercultural Communication</p> <p>TBD: Guest Speaker</p>	<ul style="list-style-type: none"> • Read Chapters 2 and 3 • Complete CLUE Review 2 & 3
Week 3	<p>Writing Process in the Digital Age</p> <p>Chapter 4: Planning Business Messages 3x3 writing process</p>	<ul style="list-style-type: none"> • Read Chapter 4 • Complete CLUE Review 4 • Select your individual writing assignment
Week 4	<p>Writing Process in the Digital Age</p> <p>Chapter 5: Organizing and Drafting Business Messages</p>	<ul style="list-style-type: none"> • Read Chapter 5 and Chapter 6 • Complete CLUE Review 5
Week 5	<p>Writing Process in the Digital Age</p> <p>Chapter 6: Revising Business Messages</p>	<ul style="list-style-type: none"> • Quiz #1 – Chapters 1-4 • Read Chapter 6 • Complete CLUE Review 6

Week 6	Workplace Communications Chapter 7: Short Workplace Messages and Digital Media TBD: Guest Speaker	<ul style="list-style-type: none"> • Assignment #1 is due: Individual writing. • Read Chapter 7 • Complete CLUE Review 7
Week 7	Workplace Communication Chapter 10: Persuasive and Sales Messages TBD: Guest speaker	<ul style="list-style-type: none"> • Read Chapter 10 • Complete CLUE Review 10
Week 8	Workplace Communication Chapter 8: Positive Messages Guest Speaker	<ul style="list-style-type: none"> • Assignment #2: Individual Oral Presentation • Read Chapter 8 • Complete CLUE Review 9
Week 9	Workplace Communication Chapter 9: Negative Messages TBD: Guest Speaker	<ul style="list-style-type: none"> • Read Chapter 9 • Complete CLUE Review 10
Week 10	Reports, Proposals and Presentations Chapter 11: Reporting in the Digital-Age Workplace Chapter 12: Informal Business Reports TBD: Guest Speaker:	<ul style="list-style-type: none"> • Quiz # 2 – covering Chapters 8-10 • Read Chapters 11 & 12 • Complete CLUE Review 11 & 12
Week 11	Reports, Proposals and Presentations Chapter 13: Proposals, Business Plans, and Formal Reports Chapter 14: Business Presentations	<ul style="list-style-type: none"> • Read Chapter 13 and 14 • Complete CLUE Review 13/14

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Week 12	Reports, Proposals and Presentations	Assignment #3 Group Presentations (depending upon class size some presentations may take place week 11 – this will be determined in Week 1) <ul style="list-style-type: none">• Read Chapter 14• Complete CLUE Review 14• Complete activities as posted in Lessons and Forums
Week 13	Final Exam	Multiple Choice, True/False, Short Answer Exam