

## Managerial Communications

WCIM6201

### Course Outline

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**Description:** Increase your ability to apply business communications theory and improve your writing capabilities. This course introduces the key strategies and tactics to execute effective written and oral communications with employees, supervisors, and customers. It provides tools and techniques to organize, produce and revise business documents for internal and external distribution to ensure the right message is heard and understood by the right audience.

#### 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, proposals) following standard conventions for style and format.
- Improve your ability to revise to ensure the most effective structure and language of your messages for maximum understanding.
- Organize business documents using either the direct or indirect plan, based on document analysis and standard conventions to achieve the desired results.
- Develop effective business proposals.
- Increase your understanding and application of basic grammar, mechanics, and usage.

**Text:** TBA

#### Communications:

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

#### Evaluation:

Activities and assignments are designed to apply the concepts of the course to workplace managerial communications situations. They include individual and group, written and oral assignments, as well as tests and class engagement.

Class participation	15%	
Test on 3x3 writing process	10%	Week 6
Individual oral presentation	15%	Week 7
Team report and presentation	20%	Week 9
Communications plan	20%	Week 11
Final Exam	20%	Week 13

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## **Descriptions:**

Rubrics for each are posted on OWL.

### **Class Participation (15% of grade):**

Participation involves substantive contribution that demonstrates critical reflection and is helpful in moving the discussion forward. Students are asked to demonstrate professionalism throughout the course. Please be prepared to discuss the week's readings and/or other assignments, sharing insights while demonstrating respect for different points of view. Knowledge is co-created in the classroom whether it takes place in a physical or online space such as OWL; accordingly, in this course you will help to draw out the implications of the assigned readings and cases, activities and assessments in various contexts.

### **Test on 3x3 writing process 10%**

This test offers a document for analysis and revision to show your understanding of the 3x3 process, grammar and mechanics and how to apply them effectively to everyday business writing.  
In class in week 6.

### **Individual Oral Presentation 15%**

Write and present five minutes on a topic of your choice from the course.

This is an opportunity to explore best practices and perspectives on strategic and organizational matters. The topic you choose should be specific to managerial communications.

These will be presented in Week 7.

### **Team Presentation and Report 20% Form a group of two to five people.**

1. Determine the roles of the members on the team.
2. Choose a topic connected to the course as applied in your workplace.
3. Research the topic, using a variety of methods and sources.
4. Produce a group report.
5. Deliver a class presentation of 10 minutes.

Presented in class 9.

### **Communications plan 20%**

A strategic communication plan is the master blueprint for sharing quality information. It reconciles communication activity with the mission, goals, objectives, strategies and tactics of the organization in a measurable way.

You will develop a communications plan for your organization. Details are provided on OWL.

Due in week 11.

### **Final exam (20%)**

The final exam, which will be written in one three-hour time period, is a practical application of critical thinking skills to scenarios specific to managerial communications.

The exam must be written in order to pass the course.

In class 13.

## **Grammar & Mechanics Reviews:**

Weekly Grammar & Mechanics Review exercises may be found at the end of each Chapter, and are intended to help you better understand proper grammar and writing issues. The answers to each exercise can be found in Appendix C at the back of the textbook, along with references to further explain the answer. You are strongly encouraged to complete the weekly Grammar & Mechanics Reviews, but they are not required to be turned in as assignments.

## **Notes on Assignments:**

- Must have a clear focus
- Must present ideas in a logical flow
- Arguments, analysis and conclusions must be based on clearly identified research and sources

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- Must cite all references from other sources
- Must be in paragraph format
- Must be double-spaced, and typewritten (word processing, not handwritten)

## Grading Guide for Written Assignments:

A+	90-100	One could scarcely expect better from a student at this level
A	80-89	Superior work which is clearly above average
B	70-79	Good work, meeting all requirements, and eminently satisfactory
C	60-69	Competent work, meeting requirements
D	50-59	Fair work, minimally acceptable
F	below 50	Fail

## Participation Grading Chart:

The following chart will act as a guide for assessing student participation in an online course. Participation is worth 15% (marked out of 10 points).

Grade	Criteria
9-10	<p>The student participates frequently, providing relevant responses <b>more than 15 times spread evenly over the length of the course.</b></p> <p>Replies to discussion questions, instructor comments as well as the responses of other students in a positive and critical manner.</p> <p>The student responds in a timely manner (allowing enough time for fellow students to respond, and not posting on the last day of the unit).</p> <p>Responses are of a high quality, an obvious effort has been made to research the answer. Responses offer new perspectives on course material and spark discussion amongst the class.</p>
7-8	<p>The student participates consistently, providing relevant responses 12-14 times over the length of the course.</p> <p>The student responds in a timely manner (allowing enough time for fellow students to respond, and not posting on the last day of the unit).</p>
6	<p>The student offers new ideas and responds to the contributions of others.</p> <p>The student provides some relevant contributions, 9-11 times over the length of the course.</p> <p>The student responds before the end of the unit.</p>
5	<p>The student occasionally offers new ideas and responds to others.</p> <p>The student's contributions are inconsistent in both quality and timing, 6-8 times over the length of the course.</p> <p>The student's responses are not always on time.</p>
4	<p>The student does not offer any new ideas, and responses to fellow students are few.</p> <p>The student rarely provides contributions to the course, 4-5 times.</p>

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The student does not always respond on time.

The student has difficulty understanding the course content, and does not respond to the contributions of the other students.

0-3

The student provides little or no discussion, less than 4 times.

Information is contributed only when asked to by the instructor, and responses are negative or disagreeable to the instructor/fellow students.

Responses show little in the way of comprehension of course material. The responses are usually limited to "I agree", "Me too" or the like.

## **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> ).

## **Policy on Late Assignments:**

Any late assignments or tests will be subject to a late assignment deduction of 2% per day, including weekends, up to a maximum of 7 days, after which work will not be accepted and a grade of zero will be assigned unless documentation for accommodation has been provided in advance.

## **When will I receive my grades?**

Final grades will be available 2 weeks after the last scheduled day of the course. A grade report can be printed from myWCS.

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## How do I hand in assignments?

All assignments will be submitted electronically through OWL using the assignment tool. Failure to meet deadlines without the instructor's written permission will be subject to the late assignment policy. It is the student's responsibility to ensure that all assignments forwarded to the instructor arrive before the due date. If you experience difficulty in submitting assignments through OWL, you are responsible for contacting the instructor.

## Course Schedule:

Week (Date)	Class Agenda/Topics	Activities/Homework
<b>Week 1</b>	Course Overview Student Introductions  Communication Foundations Chapter 1: Business Communication in the Digital Age.	Read Chapter 1 Complete Grammar & Mechanics Review – Chapter 1 See Announcements for the most up-to-date information.
<b>Week 2</b>	Chapter 2: Professionalism: Team, Meeting, Listening, Nonverbal, and Etiquette Skills  Note: You will still need to review the Grammar and Mechanics exercises at the end of Chapter 3 for questions on the final exam.	Read Chapter 2 Complete Grammar & Mechanics Review Chapters 2 & 3
<b>Week 3</b>	Chapter 4: Planning Business Messages	Read Chapter 4 Complete Grammar & Mechanics Review 4
<b>Week 4</b>	Chapter 5: Organizing and Drafting Business Messages	Read Chapter 5 Complete Grammar & Mechanics Review 5
<b>Week 5</b>	Chapter 6: Revising Business Messages	Read Chapter 6 Complete Grammar & Mechanics Review 6
<b>Week 6</b>	Chapter 7: Short Workplace Messages and Digital Media	Read Chapter 7 Complete Grammar & Mechanics Review 7  <i>Test on 3x3 writing process, grammar and mechanics.</i>
<b>Week 7</b>	Chapter 8: Positive Messages (Direct Requests, Direct Claims, and Adjustment Messages)	Read Chapter 8 Complete Grammar & Mechanics Review 8  <i>Individual presentation in class.</i>
<b>Week 8</b>	Chapter 9: Negative Messages	Read Chapter 9 Complete Grammar & Mechanics Review 9
<b>Week 9</b>	Chapter 13: Proposals, Business Plans, and	Read Chapter 13

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	Formal Reports	Complete Grammar & Mechanics Review 13 <i>Team report and presentation in class.</i>
<b>Week 10</b>	Chapter 11: Reporting in the Workplace  Chapter 12: Informal Business Reports	Read Chapters 11 & 12 Complete Grammar & Mechanics Review 11 & 12
<b>Week 11</b>	Chapter 10: Persuasive and Sales Messages	Read Chapter 10 Complete Grammar & Mechanics Review 10  <i>Communication plan due.</i>
<b>Week 12</b>	Chapter 14: Business Presentations	Read Chapter 14 Complete Grammar & Mechanics Review 14
<b>Week 13</b>	<b>Final Exam</b>	See Announcements for the most up-to-date information on what to study, and how to prepare for the exam.

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