

## Managerial Communications

BSMG6207

### Course Outline (online)

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**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, proposals) 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.

**Text:** TBD

#### Course Duration:

13 Weeks

#### 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, **at least once every other day**, including announcements and other messages I post in our course.

#### 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.

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Participation Self-Assessment: (see below)	15%
Reflective Journal (see Tests & Quizzes)	5%
Quiz # 1: Online T/F, MC, Short Answer	10%
Quiz #2: Online Document Analysis & Revision	15%
Quiz #3: Online Case Analysis on Proposal Writing	25%
Final Exam:	30%

## Participation and Engagement (15% of grade)

Online participation involves substantive contribution that demonstrates critical reflection and that 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.

Important: Your participation grade will be based largely on your ongoing commitment towards contributing relevant, thoughtful posts each week during the online discussions. For a more detailed breakdown of this and other criteria, please see the Online Class Participation Self-Assessment found online in Assignments.

**Quizzes** – For all details concerning quizzes, please refer to OWL for the most up-to-date information.

## 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. IMPORTANT: There will be marked assessments testing your understanding of proper grammar and writing, based on the learning found in these exercises. More details will be shared during the course.

## 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 (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

**Online Participation Grading Chart:** The following chart will act as a guide for assessing student participation in the course. Participation is worth 15% (marked out of 10 points).

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Points	Criteria
9-10	<p>The student participates frequently and consistently each week, providing quality, relevant posts more than 60 times (approximately 5-6 combined original/responding posts each week), spread evenly over the length of the course (excluding Exam Week).</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 further discussion amongst the class.</p>
7-8	<p>The student participates consistently each week, providing relevant posts approximately 31-59 times (approximately 3-4 combined original/responding posts per week) over the length of the course (excluding Exam Week).</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). The student offers new ideas and responds to the contributions of others.</p>
6	<p>The student provides some relevant contributions, approximately 21-30 times over the length of the course (excluding Exam Week). The student responds before the end of the unit. The student occasionally offers new ideas and responds to others.</p>
5	<p>The student's contributions are inconsistent in both quality and timing, approximately 15-20 times over the length of the course (excluding Exam Week). The student's responses are not always on time. The student does not offer any new ideas, and responses to fellow students are few.</p>
4	<p>The student rarely contributes to discussion, approximately 11-14 times total throughout the course. 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.</p>
0-3	<p>The student provides little or no discussion, fewer than 10 times throughout the course. 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.</p>

## **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.

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## **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>).

## **How often will the instructor communicate with me?**

The Instructor will be available from Monday-Friday to respond to questions by the end of each day.

## **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?**

Assignments will be marked, and the grades available, as soon as possible after they are due. Final grades will be available two weeks after the last scheduled day of the course. A grade report can be printed from myWCS. Final grades are not posted in OWL.

## **How do I hand in assignments?**

All assignments will be submitted electronically to the Assignments page in OWL. 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, you are responsible for contacting the instructor and arranging an alternate method of delivery (e.g. e-mail attachment) for the assignment.

## **Please refer to next page for Course Schedule**

## ONLINE COURSE SCHEDULE

Week	Class Agenda/Topics	Activities/Homework
<b>Week 1</b>	<p>Course Overview Student Introductions</p> <p>Communication Foundations Chapter 1: Business Communication in the Digital Age.</p>	<ul style="list-style-type: none"> <li>• Read Chapter 1</li> <li>• Post introduction online in Week 1 Forum</li> <li>• Complete Grammar &amp; Mechanics Review – Chapter 1</li> <li>• Complete other activities as posted online in Lessons and Forums</li> <li>• <b>Reminder: Reflective Journal Entry (see Tests &amp; Quizzes) due at the end of this week.</b> See Announcements for the most up-to-date information.</li> </ul>
<b>Week 2</b>	<p>Chapter 2: Professionalism: Team, Meeting, Listening, Nonverbal, and Etiquette Skills</p> <p>Note: You will still need to review the Grammar and Mechanics exercises at the end of Chapter 3 for questions on the Final exam.</p>	<ul style="list-style-type: none"> <li>• Read Chapter 2</li> <li>• Complete Grammar &amp; Mechanics Review Chapters 2 &amp; 3</li> <li>• Complete activities as posted online in Lessons and Forums</li> </ul>
<b>Week 3</b>	<p>Chapter 4: Planning Business Messages</p>	<ul style="list-style-type: none"> <li>• Read Chapter 4</li> <li>• Complete Grammar &amp; Mechanics Review 4</li> <li>• Complete activities as posted online in Lessons and Forums</li> </ul>
<b>Week 4</b>	<p>Chapter 5: Organizing and Drafting Business Messages</p>	<ul style="list-style-type: none"> <li>• Read Chapter 5</li> <li>• Complete Grammar &amp; Mechanics Review 5</li> <li>• Complete activities as posted online in Lessons and Forums</li> <li>• <b>Reminder: Quiz # 1, found in Tests &amp; Quizzes, is due at the end of this week</b> (See Announcements for the most up-to-date information.)</li> </ul>
<b>Week 5</b>	<p>Chapter 6: Revising Business Messages</p>	<ul style="list-style-type: none"> <li>• Read Chapter 6</li> <li>• Complete Grammar &amp; Mechanics Review 6</li> <li>• Complete activities as posted online in Lessons and Forums</li> </ul>
<b>Week 6</b>	<p>Chapter 7: Short Workplace Messages and Digital Media</p>	<ul style="list-style-type: none"> <li>• Read Chapter 7</li> </ul>

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	<p>NOTE: In order to leave you time to focus on completing this week's Quiz, 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>	<ul style="list-style-type: none"> <li>• Complete Grammar &amp; Mechanics Review 7</li> <li>• Optional Forum available for those who wish to stay connected with each other during the week.</li> <li>• <b>Reminder: Quiz # 2, found in Tests &amp; Quizzes, is due at the end of this week (See Announcements for the most up-to-date information.)</b></li> </ul>
<b>Week 7</b>	<p>Chapter 8: Positive Messages (Direct Requests, Direct Claims, and Adjustment Messages)</p>	<ul style="list-style-type: none"> <li>• Read Chapter 8</li> <li>• Complete Grammar &amp; Mechanics Review 8</li> <li>• Complete activities as posted online in Lessons and Forums</li> </ul>
<b>Week 8</b>	<p>Chapter 9: Negative Messages</p>	<ul style="list-style-type: none"> <li>• Read Chapter 9</li> <li>• Complete Grammar &amp; Mechanics Review 9</li> <li>• Complete activities as posted online in Lessons and Forums</li> </ul>
<b>Week 9</b>	<p>Chapter 13: Proposals, Business Plans, and Formal Reports</p>	<ul style="list-style-type: none"> <li>• Read Chapter 13</li> <li>• Complete Grammar &amp; Mechanics Review 13</li> <li>• Complete activities as posted online in Lessons and Forums</li> </ul>
<b>Week 10</b>	<p>Chapter 11: Reporting in the Workplace</p> <p>Chapter 12: Informal Business Reports</p>	<ul style="list-style-type: none"> <li>• Read Chapters 11 &amp; 12</li> <li>• Complete Grammar &amp; Mechanics Review 11 &amp; 12</li> <li>• <b>QUIZ #3: Cherie Cosmetics Case Analysis and Proposal Writing</b> (found in Tests &amp; Quizzes) is due at the end of this week. (See Announcements for the most up-to-date information.)</li> </ul>
<b>Week 11</b>	<p>Chapter 10: Persuasive and Sales Messages</p>	<ul style="list-style-type: none"> <li>• Read Chapter 10</li> <li>• Complete Grammar &amp; Mechanics Review 10</li> <li>• Complete activities as posted online in Lessons and Forums</li> </ul>
<b>Week 12</b>	<p>Chapter 14: Business Presentations</p>	<ul style="list-style-type: none"> <li>• Read Chapter 14</li> </ul>

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		<ul style="list-style-type: none"><li>• Complete Grammar &amp; Mechanics Review 14</li><li>• Complete activities as posted in Lessons and Forums</li><li>• <b>Reminder: Class Participation Self-Assessment</b> due. See "Tests &amp; Quizzes".</li></ul>
<b>Week 13</b>	<b>Final Exam Online</b>  <b><u>(NOTE: There can be no extensions given.)</u></b>	Multiple Choice, True/False, Short Answer, Grammar & Mechanics questions  <ul style="list-style-type: none"><li>• <b>END OF CLASS!</b></li></ul>