BMGT 1305
COMMUNICATIONS IN MANAGEMENT

3 semester credit hours (3 hours lecture, 0 hours lab)

Course Description: A course in the basic theory and process of communication skills necessary for the management of an organization’s workforce. Upon successful completion of this course, the student will be able to explain the communication process; identify communication channels and their relationship to semantics and perception; compare and contrast the relationship to semantics and perception; compare and contrast the relationship of communication and management; and demonstrate competencies in verbal and written presentations.

Prerequisite: None


References, * 1 Zip Drive for saving written work

and Supplies:

Participation Statement:
For Online courses, students MUST actively participate by completing an academic assignment by the official census date. Students who do not do so, will be dropped from the course.

Course Goals/ Upon successful completion of the course the student will be able to:

Objectives:

<table>
<thead>
<tr>
<th>Competencies</th>
<th>Purpose and/or sample real life applications</th>
<th>Projects</th>
<th>Used throughout the course</th>
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<tr>
<td>Chapters 1 &amp; 4 Understand the Communication Model</td>
<td>Prepare the student for workplace dynamics. Understand the process of message construction, reception, and various filters and barriers to effective communication</td>
<td>Use problems in textbook and discuss student experiences for initial exposure. This competency will be used for multiple projects throughout the course.</td>
<td>yes</td>
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<td>Expose the student to the small group (team) concept and the value of developing effective listening skills.</td>
<td>Use problems in textbook for initial exposure. Perform a WEB search researching teams and work groups. Write a short report on how businesses are using the “Team” approach and evaluate the validity of teams. This competency will be used for major project during the course.</td>
<td>yes</td>
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<td>Chapter 2</td>
<td>Learn and use the process of effective communication in verbal and nonverbal forms</td>
<td>The information discussed in this section will introduce the student to structured methods for planning, compiling, preparing, editing, and publishing written communication and oral presentations.</td>
<td>Use problems in textbook and instructor-designed assignments. Verbal presentations with and without written support will be assigned throughout the semester. Constructive criticism by the instructor and classmates will demonstrate and emphasize effective analysis techniques, effective listening skills, and acceptable report formats. This competency will be used for multiple projects throughout the course.</td>
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<td>Chapter 3</td>
<td>Learn the importance of intercultural communication</td>
<td>This competency stresses the importance of learning about other cultures and the impact cultural preparation will have on the success or failure of a firm’s business efforts.</td>
<td>Use examples in textbook for initial exposure and involve students who have served as expatriates to share examples. Perform a WEB search on acceptable and unacceptable business and social practices. Deliver a short verbal presentation to the class on the results of the search using the presentation techniques discussed.</td>
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<td>Chapters 5, 7, 8 &amp; 9</td>
<td>Learn the proper construction and delivery of “good news” and “bad news” messages. Learn the techniques of persuasion and motivation for effective communication in business.</td>
<td>The student will improve the acceptance of his/her message in a business setting by learning the structure and proper delivery of the different messages.</td>
<td>Use examples in textbook for initial exposure. Evaluate different scenarios to determine the appropriate message structure. Practice construction of the appropriate message and role play its delivery between the students.</td>
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<td>Plan the construction of various reports and proposals</td>
<td>This competency will expose the student to the various report and proposal types encountered in a business firm. The student will study the structure of various reports and proposals and learn to identify which situations require their use.</td>
<td>Use exercise guidelines in the textbook to become familiar with report and proposals, and the various parts of the report and proposal.</td>
<td>no</td>
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<th>Chapters 17 &amp; 18</th>
<th>Understand and use interviewing and surveying techniques</th>
<th>When gathering information and data for analysis, an employee must understand the critical nature of unbiased data for its proper analysis and interpretation.</th>
<th>Use proper interviewing and/or surveying techniques to gather information about a business profession of choice. The student will interview or survey one or more professionals employed in the field of choice, develop an outline, construct a message, prepare an oral presentation, and the proper “good news” written message (Thank you) to the interviewee. The outline and thank you message will be delivered to the instructor prior to presentation to ensure proper construct.</th>
<th>yes</th>
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<td>Chapters 15 &amp; 16</td>
<td>Learn the various visual aids available to the author of a message, their strengths and weaknesses, and which aids will be used in various communication situations.</td>
<td>The use of visual aids have the potential of strengthening, weakening, and destroying the message purpose and the presenter.</td>
<td>Use exercises in the textbook to identify when to use the different visual aids.</td>
<td>yes</td>
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<td>Chapter 6 &amp; Appendix I-V</td>
<td>Examine the organizational structure of the written and oral communication form</td>
<td>The proper construction of the well-timed and well prepared message is crucial to message acceptance. It will also determine the ultimate success of an employee within a firm.</td>
<td>The student will study, learn and implement standards in presentation, report, and proposal preparation and delivery. Numerous oral and written presentations will be assigned that will introduce and reinforce “best practices” when constructing and delivering a business message. The instructor will require demonstration of outlining and writing ability, as well as oral and written deliver of the business message.</td>
<td>Yes</td>
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Evaluation of 

**SEE INSTRUCTOR INFORMATION SHEET**

Student: 

Course: This class meets for 3 lecture hours per week for 16 weeks.

Schedule: **SEE COURSE CALENDAR**

**Americans With Disabilities Act Statement (ADA):**

The Americans With Disabilities Act (ADA) and Section 504 of the Rehabilitation Act require that no otherwise qualified person with a disability be denied access to, or the benefits of, or be subjected to discrimination by any program or activity provided by an institution or entity receiving federal financial assistance. It is this Section 504 mandate that has promoted the development of disability support service programs in colleges and universities across the country. Subpart E of Section 504 deals specifically with this mandate for institutions of higher education. While it does not require that special educational programming be developed for students with disabilities, it does require that an institution (public or private) be prepared to make appropriate academic adjustments and reasonable accommodations in order to allow the full participation of students with disabilities in the same programs and activities available to nondisabled students. Any student who, because of a disabling condition, may require some special arrangements in order to meet course requirements should contact please contact Mr. Shep Grinnan at 432-685-4505; e-mail address: sgrinnan@midland.edu as soon as possible. Mr. Grinnan’s office is located in the Scharbauer Student Center Building. These conditions may include documented physical or educational disabilities. Please be aware that services or accommodations are not automatic. Each student must request them and secure the proper authorizations/documentation.

If you are an online student, you may send me questions via e-mail at any time. I will answer these questions on the first come first served basis. If you would like to meet with me to explain concepts please come to my office during the posted office hours or by appointment at other times. Please check your e-mail on a regular basis, at least once every other day. **When you e-mail me please let me know who you are and in which course you are enrolled (example: ECON 2301.WB1). Please follow this practice at all times.** Please note that we do not receive e-mails with Yahoo!, AOL, and Hotmail addresses.

**Drop Policy:** It is the student's responsibility to drop this course if circumstances develop that prevents his/her completion of the course. The instructor will not be allowed to drop a student for non-completing the course assignments.

**Instructor Information:**

Name: 

Office Phone: 

E-Mail: 

Office #: 

**Division Information**

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12/06/16