

Technical College of the Lowcountry
921 Ribaut Road
Beaufort, SC 29901

Candice Chastain
Business Technologies Division
Building 14, Room 118
Phone: 843.525.8278
cchastain@tcl.edu



TECHNICAL COLLEGE
OF THE LOWCOUNTRY

**MGT 270
MANAGERIAL COMMUNICATIONS**

COURSE DESCRIPTION

This course covers an understanding of appropriate written and oral communication skills that will allow students to: - Interact with other people using interpersonal and leadership skills -Communicate with others using oral and written skills -Formulate and execute solutions to communication oriented problems in a business context.

3 Credits (3 lect/pres, 0 lab, 0 other)
Prerequisites: MGT 101

COURSE FOCUS

Students learn importance of proper business communication through study and practice.

TEXT AND REFERENCES

BCOM7. LEHMAN/DUFRENE Cengage Publishing. ISBN 9781305401938

COURSE GOALS

The following list of course goals will be addressed in the course. These goals are directly related to the performance objectives. (*designates a CRUCIAL goal)

1. define communication and describe the value of communication in business.
2. explain the communication process model and the ultimate objective of the communication process.
3. understand how information flows in an organization.
4. detail how legal and ethical constraints, diversity challenges, changing technology, and team environment act as contextual forces that influence the process of business communication.
5. discern how behavioral theories about human needs, trust and disclosure, and motivation relate to business communication.
6. describe the role of nonverbal messages in communication.
7. identify aspects of effective listening.

8. list factors affecting group and team communication.
9. discuss aspects of effective meeting management.
10. consider contextual forces that may affect whether, how, to whom, and when a message is sent.
11. evaluate the purpose of the message and the appropriate channel and medium.
12. discuss clear perceptions of the audience to enhance the impact and persuasiveness of the message, improve goodwill, and establish and maintain the credibility of the communicator.
13. apply tactics for adapting messages to the audience, including those for communicating ethically and responsibly.
14. recognize the importance of organization when planning the first draft.
15. identify techniques for developing effective sentences and unified and coherent paragraphs.
16. prepare visually appealing documents that grab the audience's attention and increase comprehension.
17. discuss factors affecting readability and revise messages to improve readability.
18. revise and proofread a message for content, organization, style, and tone; mechanics; and format and layout.
19. understand the effective use of email, instant messaging, and text messaging in business communication.
20. detail principles for writing effectively for the Web.
21. analyze the effective use of voice and wireless technologies in business communication.
22. consider legal and ethical implications associated with the use of communication technology.
23. prepare messages that convey good news, including thank-you and appreciation messages.
24. write messages presenting routine claims and requests and favorable responses to them.
25. write messages acknowledging customer orders, providing credit information, and extending credit.
26. draft procedural messages that ensure clear and consistent application.
27. list the steps in the inductive outline and understand its use for specific situations.
understand strategies for developing the five components of a bad-news message.
28. *prepare messages refusing requests and claims, handling problems with customers' orders and denying credit, providing constructive criticism, communicating negative organizational news and/or responding to crises.
29. develop effective outlines and appeals for messages that persuade.
30. write effective sales messages.
31. write effective persuasive requests (making a claim or asking for a favor or information) and persuasion within an organization.
32. identify the characteristics of a report and the various classifications of business reports.
33. apply steps in the problem-solving process and methods for solving a problem.
34. use appropriate printed, electronic, and primary sources of information.
35. demonstrate appropriate methods of collecting, organizing, and referencing information.
36. explain techniques for the logical analysis and interpretation of data.
37. communicate quantitative information effectively.
38. apply principles of effectiveness and ethical responsibilities in the construction of graphic aids.
39. select and design appropriate and meaningful graphics.
40. integrate graphics within documents.
41. identify the parts of a formal report and the contribution each part makes to the report's overall effectiveness.
42. organize report findings.
43. prepare effective formal reports using an acceptable format and writing style.
44. prepare effective short reports in memorandum, email, and letter formats.
45. draft effective proposals for a variety of purposes.
46. *create a business presentation that accomplishes the speaker's goals and meets the audience's needs.
47. organize and develop the three parts of an effective presentation.
48. select, design, and use presentation visuals effectively.
49. deliver speeches with increasing confidence.
50. identify strategies for presenting in alternate delivery situations such as culturally diverse audiences, teams, and distance presentations.
51. prepare for employment by considering relevant information about you as it relates to job requirements.

ADA STATEMENT

The Technical College of the Lowcountry provides access, equal opportunity and reasonable accommodation in its services, programs, activities, education and employment for individuals with disabilities. To request disability accommodation, contact the counselor for students with disabilities at (843) 525-8228 during the first ten business days of the academic term.

ACADEMIC MISCONDUCT

There is no tolerance at TCL for academic dishonesty and misconduct. The College expects all students to conduct themselves with dignity and to maintain high standards of responsible citizenship.

It is the student's responsibility to address any questions regarding what might constitute academic misconduct to the course instructor for further clarification.

The College adheres to the Student Code for the South Carolina Technical College System. Copies of the Student Code and Grievance Procedure are provided in the *TCL Student Handbook*, the Division Office, and the Learning Resources Center.

ATTENDANCE

The College's statement of policy indicates that students must attend ninety percent of total class hours or they will be in violation of the attendance policy.

- Students not physically attending class during the first ten calendar days from the start of the semester must be dropped from the class for NOT ATTENDING.
- Students taking an online/internet class must sign in **and** communicate with the instructor within the first ten calendar days from the start of the semester to indicate attendance in the class. Students not attending class during the first ten calendar days from the start of the semester must be dropped from the class for NOT ATTENDING.
- Reinstatement requires the signature of the division dean.

In the event it becomes necessary for a student to withdraw from the course **OR if a student stops attending class, it is the student's responsibility to initiate and complete the necessary paperwork.** Withdrawing from class may have consequences associated with financial aid and time to completion.

When a student exceeds the allowed absences, the student is in violation of the attendance policy. The instructor **MUST** withdraw the student with a grade of "W", "WP", or "WF" depending on the date the student exceeded the allowed absences and the student's progress up to the last date of attendance

or

under extenuating circumstances and at the discretion of the faculty member teaching the class, allow the student to continue in the class and make-up the work. This exception must be documented at the time the allowed absences are exceeded.

Absences are counted from the first day of class. There are no "excused" absences. All absences are counted, regardless of the reason for the absence.

- A student must take the final exam or be excused from the final exam in order to earn a non-withdrawal grade.

A copy of TCL's **STATEMENT OF POLICY NUMBER: 3-1-307 CLASS ATTENDANCE (WITHDRAWAL)** is on file in the Division Office and in the Learning Resources Center.

HAZARDOUS WEATHER

In case weather conditions are so severe that operation of the College may clearly pose a hardship on students and staff traveling to the College, notification of closing will be made through the following radio and television stations: WYKZ 98.7, WGCO 98.3, WGZO 103.1, WFXH 106.1, WWVV 106.9, WLOW 107.9, WGZR 104.9, WFXH 1130 AM, WLVH 101.1, WSOK 1230 AM, WAEV 97.3, WTOC TV, WTGS TV, WJWJ TV, and WSAV TV. Students, faculty and staff are highly encouraged to opt in to the Emergency Text Message Alert System. www.tcl.edu/textalert.asp

EMERGENCY TEXT MESSAGE ALERT

Students, faculty and staff are highly encouraged to opt in to the Emergency Text Message Alert System. Participants receive immediate notification of emergency events and weather cancelations via text messaging on their cell phones. Participants can also opt in to receive non-emergency news and announcements. Go to www.tcl.edu. On the homepage, click on “emergency TextAlert at TCL” and fill out the form or go to www.tcl.edu/textalert.asp

Syllabus Safety Addendum

Purpose

The purpose of this safety addendum is to provide each student with safety guidelines during an incident, emergency, or disaster at TCL. In addition, it provides students guidelines for lockdown procedures, evacuation procedures, and active shooter.

Definition

An incident is any event, potential or actual, that may impact normal operations but has no immediate health or life threatening consideration or serious effect on the overall functional capacity of the College. An event of this nature should be reported to the Office of the Vice President for Administrative Services. Also notify the off-site campus administrator if applicable.

An emergency is any incident, potential or actual, which may endanger life or health or which affects an entire building or buildings, and will disrupt the overall operations of the College. Outside emergency services will probably be required, as well as major efforts from campus support services. Major policy considerations and decisions will usually be required from the college administration during times of crises. An emergency should be reported immediately by directly using **911** if life or health/injury considerations exist and then to the Office of the President or Vice President for Administrative Services as quickly as possible. Also notify the off-site campus administrator if applicable.

A disaster is any event or occurrence that has taken place and has seriously impaired or halted the operations of the College. In some cases, mass personnel casualties and severe property damage may be sustained. A coordinated effort of all campus-wide resources is required to effectively control the situation. Outside emergency services will be essential. In all cases of disaster, an Emergency Control Center will be activated, and the appropriate support and operational plans will be executed. The disaster should be immediately reported, first by calling **911** and then to the Office of the President or Vice President for Administrative Services. Also notify the off-site campus administrator if applicable.

Types of Emergencies

- Hurricane
- Tornado

- Fire
- Biochemical or Radiation Spill
- Explosion/Bomb
- Downed Aircraft (crash which directly impacts campus operations)
- Utility Failures
- Violent or criminal behavior
- Psychological Crisis

Procedures

Active Shooter

Run/hide/fight (<http://www.fbi.gov/about-us/cirg/active-shooter-and-mass-casualty-incidents/run-hide-fight-video>)

Building Evacuation

1. Building evacuations occur when an alarm sounds and/or upon notification by Security or the Emergency Director.
2. When the building evacuation alarm is activated during an emergency, individuals should exit according to the building evacuation plan and alert others to do the same.
3. Once outside, individuals should proceed to a clear area that is at least 500 feet away from the affected building. Streets, fire lanes, hydrant areas and walkways should be kept clear for emergency vehicles and personnel.
4. Individuals should not return to an evacuated building unless told to do so by Security or the Emergency Director.
5. Individuals should assist persons with disabilities in exiting the building. Elevators are reserved for disabled persons

Campus Evacuation

1. A uniformed Security Guard, the Emergency Director, or an Emergency Resource Team member will announce evacuation of all or part of the campus grounds.
2. All persons (students and staff) are to immediately vacate the campus, or in the case of a partial evacuation relocate to another part of the campus grounds as directed.

Lockdown

1. Clear the halls
2. Report to the nearest classroom/office
3. Assist those needing special assistance
4. Ensure classroom/office doors are closed and locked
5. Turn off lights
6. Stay away from doors and windows (out of the line of sight)
7. BE QUIET and follow instructor's directions
8. Silence cell phones
9. Wait for the "All Clear" before leaving