**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.

**Prerequisite:** BUS 101, MKT 101, MGT 101

3.0 Cr (3 lect/pres, 0 lab, 0 other)

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

**Text and References**
Textbook information and supplemental material for this course can be found on our TCL Bookstore website at:
http://bookstore.tcl.edu/SelectTermDept

**Course Goals**
The following list of course goals will be addressed in the course.

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.
52. research career opportunities using traditional and electronic methods.
53. prepare an organized, persuasive résumé that is adapted for print and electronic postings.
54. use employment tools other than the résumé that can enhance employability.
55. write an application message that effectively introduces an accompanying print (designed) or electronic résumé.
56. detail the nature of structured, unstructured, stress, group, and virtual interviews.
57. explain the steps in the interview process.
58. prepare effective answers to questions often asked in job interviews, including illegal interview questions.
59. compose effective messages related to employment (including application, follow-up, thank-you, job-acceptance, job-refusal, resignation, and recommendation request messages).
Student Contribution
Each student will spend at least 6 hours per preparing for class. Attendance is critical in this class and participation in class discussions greatly enhances the learning experience for all students.

Course Evaluation
This class will have projects, assignments, quizzes and exams during the course. Your grade will be based on the percentage of points earned/the total number of points possible. Grades will be earned as follows: A=90 to 100, B=80 to 91, C=70 to 79, D=60 to 69.

Course Schedule
The course meets for 2 hours, 40 minutes each week in the classroom. Course assignments will be distributed in-class and can also be found on Blackboard. The schedule of coursework and assignment deadlines will be updated each semester and posted on Blackboard.
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 withdrawal 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.
ONLINE ATTENDANCE PROCEDURE

For all online courses, students must complete an assignment designated by the instructor during the first week of classes. The instructor will drop the student from the course if the initial assignment is not completed.

Instructors will withdraw students from the class when 90% attendance is not maintained. Attendance in an online course is defined by regular course access and by timely completion of assignments as required by the instructor. Each student will be expected to access the web class at least once a week and complete 90% of assignments on time. Additional access is encouraged and may be necessary for successful completion of classes.

Failure to log in and complete assignments will result in the student being withdrawn from the course. The instructor will assign a grade of “W,” “WP,” or “WF” based upon the student’s academic standing as the last date of attendance, which is the last login. Students are responsible for any financial matters associated with an administrative withdrawal. If a student fails to email the instructor (using the my.tcl.edu email account) requesting to be dropped from the course and has not submitted the initial assignment required during the first week of class, the instructor will assign a “Never Attended” code in the student information system (web-advisor) no later than ten calendar days after the first day of the class. Students who are dropped as a result of never attending the course are still responsible for all fees associated with the course.

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, WGOZ 103.1, WFXH 106.1, WWVV 106.9, WLOW 107.9, WGZR 104.9, WFXH 1130 AM, WLWH 101.1, WSAV 104.9, WFXH 1130 AM, WAEV 97.3, WTCO TV, WTGS TV, WIJW 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

GRADING METHODOLOGY

The final grade must be 70 or more (a grade “C” or better) in order to pass the course and progress to the next course. Students absent from an examination or presentation will receive a “0” grade for the examination unless other arrangements are made with the individual instructor prior to the examination or presentation day or on the day of the examination or presentation day scheduled to be given.

The student is responsible for notifying the instructor for the reason of the absence. It is also the responsibility of the student to contact the appropriate instructor to arrange to make up the examination. Arrangements may be completed by telephone.

If the instructor is not available, a message should be left on the instructor’s voice mail AND with another member of the faculty or administrative assistant. The make-up exam will be scheduled and the instructor will decide the method of examination. Messages sent by other students are unacceptable.

STATEMENT OF NON - DISCRIMINATION

The Technical College of the Lowcountry is committed to a policy of equal opportunity for all qualified applicants for admissions or employment without regard to race, gender, national origin, age, religion, marital status, veteran status, disability, or political affiliation or belief.
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


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

*Revised: 8/2/2016*