

BA 605 | Syllabus



Modules

Basic Information

BA 605 GI7-1 Management Communications

Fall 2020

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[Husson - BA 605.I7 2020Fall Nase 7 week.pdf](#) 

Office hours: While I do not keep traditional office hours on campus, I am happy to schedule an appointment to meet with you by Zoom or any other similar platform. Please contact me by email to schedule an appointment.

Textbook & Required Materials

Management Communication: Strategies & Applications, 7th ed.,; Geraldine Hynes; Sage Publications, Inc. ISBN: 9781506365121.

Course Outcomes and Assessment

Course Description from Catalog:

This is an advanced communications course that builds upon a student's experience and prior undergraduate coursework in writing and oral communications. Topics include: advanced business writing, use of visual materials, selection of secondary sources of information, report preparation, and presentations to small and large groups.

Student Learning Outcomes (SLOs):

1. Students will understand the communication process on four levels: interpersonal, group, organizational, and intercultural.
2. Students will determine appropriate methods and media to communicate information based on the audience, context of the message, legal and ethical constraints and other related items.
3. Students will organize and communicate ideas effectively in various professional and business settings.
4. Students will conduct research on contemporary business issues and develop written and/or oral reports of the research results.
5. Students will develop their ability to work effectively in a team setting.

Assessment Mapping

Assessment Map for this Course:

Programmatic Outcomes	Student Learning Outcomes	Discussion & Reply Posts	Short Case Studies	Peer Reviews	Final Project - Paper	Final Project Presentation
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Students will apply best practices to solve managerial issues	1, 2, 3	X	X	X	X
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Students will demonstrate effective written forms of communication and oral business presentations	2, 3, 4	X	X	X	X
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Students will implement leadership skills to work effectively in diverse teams	3, 5	X		X	
		(Reply Post Feedback)		(Final Project Feedback)	

Evaluation and Grading

Course Grading:

Discussion and replies 30%

Assignments 30%

Final Project 40%

Within each section (discussion, assignments, and final project) individual items are weighted differently based on the points assigned. Please pay special attention to the point value as some assignments/discussions are worth more points.

Canvas Information

Canvas is the where course content, grades, and communication will reside for this course.

- husson.instructure.com
- For Canvas, Passwords, or any other computer-related technical support contact the [Husson Help Desk](https://www.husson.edu/student-life/technology/help-desk/).
(<https://www.husson.edu/student-life/technology/help-desk/>)
 - (207) 973-1000
 - <https://helpdeskticket.husson.edu/> [.\(https://helpdeskticket.husson.edu/\)](https://helpdeskticket.husson.edu/).

Grading Rubrics

Please see the different rubrics for discussions and assignments in the Rubrics section.

Class Policies

Links to University Policies and student protections as well as student services can be found on the left navigation panel. You can also find a link to information about how to navigate Canvas.

Tentative Schedule of Assignments

Module/Date	Topics	Readings/Prep	Assignments	SLOs
Module 1 Aug. 31-Sept 6	· Managing in Contemporary Organizations	· Syllabus · Module Sections 1.1, 1.2, 1.3, 1.4	· Discussion & Reply Posts (2 total) (20 points total) (<i>First post due Thurs. Sept. 3</i>)	
			o Introductions	
			· 1.6 Start Leading (10 points)	1, 2, 5
			· 1.7 Applications (10 points)	
			Module 1 Assignments due Sen., Sept. 6	

Module/Date	Topics	Readings/Prep	Assignments	SLOs
Module 2 Sept. 7-13	· Writing in the Workplace/Routine Messages	· Module Sections 2.1	<ul style="list-style-type: none"> · Discussion & Reply Posts (2 total) (20 points) (<i>First post due Thurs. Sept.10</i>) · 2.4 Professional Letters (50 points) · 2.5 Writing Letters Meta-cognitive Reflection (10 points) 	1, 6, 7
			<ul style="list-style-type: none"> · Module 2 Assignments due Sun., Sept.13 	

Module/Date	Topics	Readings/Prep	Assignments	SLOs
Module 3 Sept. 14-20	· Managerial Communication/Meetings and Teams	· Sections 3.1, 3.2	· Discussion & Reply Posts (2 total) (70 points total) (<i>First post due Thurs., Sept. 17</i>)	
		· Final Project Overview	· 3.4 Successful Team Management, Memo (50 points)	1, 2, 3, 4,
		· Recommendation Report Overview	· Final Project Assignment: First steps: Brainstorming Topic and Locating Sources (5 points)	5, 6
Module 3 Assignments due Sun., Sept. 20				

Module/Date	Topics	Readings/Prep	Assignments	SLOs
			<ul style="list-style-type: none"> · Discussion & Reply Posts (2 total) (25 points total) (<i>First post due Thurs., Sept. 24</i>) · 4.3 Communicating with Tech. Memo (25 points) 	
Module 4 Sept. 21-27	<ul style="list-style-type: none"> · Communicating with Technology 	<ul style="list-style-type: none"> · Sections 4.1 	<ul style="list-style-type: none"> · 4.5 Why We Should Question Tech. Essay (50 points) · Final Project Assignment: Annotated Bibliography (30 points) 	1,2, 3, 5, 6, 7
Module 4 Assignments due Sun., Sept. 27				












Module/Date	Topics	Readings/Prep	Assignments	SLOs
			<ul style="list-style-type: none"> · Discussion & Reply Posts (2 total) (20 points) (<i>First post due Thurs., Oct. 1</i>) · 5.4 Professional Speech/Presentation (80 points) 	
Module 5				
Sept. 28-Oct. 4	<ul style="list-style-type: none"> · Visual Communication and Design 	<ul style="list-style-type: none"> · Sections 5.1, 5.5 	<ul style="list-style-type: none"> · 5.5 Communicating Visually: Brochure (50 points) · Final Project Draft 1: Report, (Peer review) (23 points) 	1, 2, 3, 5, 6, 7
			Module 5 Assignments due Sun., Oct.4	











Module/Date	Topics	Readings/Prep	Assignments	SLOs
Module 6 Oct. 5-11	· Listening and Nonverbal Communication	· Section 6.1	<ul style="list-style-type: none"> · Discussion & Reply Posts (2 total) (16 points) (<i>First post due Thurs. Oct. 8</i>) · 6.4 Nonverbal communication Memo (50 points) · Final Project Draft 2: Report, with all documentation and images (Peer review) (23 points) 	1, 5, 6, 7
Module 6 Assignments due Sun., Oct. 11				










Module/Date	Topics	Readings/Prep	Assignments	SLOs
			<ul style="list-style-type: none"> · Discussion & Reply Posts (4 total) (45 points total) (<i>First post due Thurs., Oct. 15</i>) 	
Module 7 Oct. 12-18	<ul style="list-style-type: none"> · Communicating Inter-personally. Conflict and Negotiation, Interviews 	<ul style="list-style-type: none"> · Section 7.1 	<ul style="list-style-type: none"> · 7.5 Interview & Power Point (70 points) 	1, 2, 6, 7
Module 7 Assignments due Sun., Oct. 18				










Module/Date	Topics	Readings/Prep	Assignments	SLOs
			<ul style="list-style-type: none"> · Discussion & Reply Posts (4 total) (45 points total) (<i>First post due TUES., Oct. 20</i>) · 8.5 Gender and Communications (10 points) · 8.8 Global Business Practices (65 points) · Final Report – Paper (115 points) · Final Speech with Visual Aids (Video)–Presentation (75 points) 	
Module 8 Oct. 19-23	<ul style="list-style-type: none"> · Cross Cultural Communication & Professional Proposals & Reports 	<ul style="list-style-type: none"> · Sections 8.1, 8.2 	<p>Final Project due FRIDAY, Oct. 23</p> <p>Module 8 Assignments due FRIDAY., Oct. 23</p>	1, 2, 4, 5, 6, 7

Course Summary:







Date	Details	
Mon Aug 31, 2020	 1.2 Historical Context of Managerial Communications	to do: 11:59pm
	 1.3 The Management Communication Process	to do: 11:59pm
	 1.4 The Strategic Approach to Communication	to do: 11:59pm
	 1.1 Overview of Module 1	to do: 11:59pm
Thu Sep 3, 2020	 Discussion: 1.5 Chapter 1 Cases: Ethics, Technology, and History (https://husson.instructure.com/courses/1761822/assignments/12348054)	due by 11:59pm
	 2.1 Overview of Module 2	to do: 11:59pm
	 Discussion: Class Introductions (Video) (https://husson.instructure.com/courses/1761822/assignments/12348069)	due by 11:59pm
Sun Sep 6, 2020	 Assignment: 1.6 Start Leading (https://husson.instructure.com/courses/1761822/assignments/12348075)	due by 11:59pm
	 Assignment: 1.7 Applications (https://husson.instructure.com/courses/1761822/assignments/12348076)	due by 11:59pm
Thu Sep 10, 2020	 Discussion: 2.2 Writing in the Workplace (https://husson.instructure.com/courses/1761822/assignments/12348064)	due by 11:59pm
	 Discussion: 2.3 Writing Routine Messages (https://husson.instructure.com/courses/1761822/assignments/12348063)	due by 11:59pm

Date	Details
Sun Sep 13, 2020	 Assignment: 2.4 Professional letters: Claim letter due by 11:59pm
	 Assignment: 2.5 Writing Letters Meta-cognitive Reflection due by 11:59pm
Mon Sep 14, 2020	 3.1 Overview of Module 3 to do: 11:59pm
	 3.2 How to Run a Meeting to do: 11:59pm
	 Final Project Overview to do: 11:59pm
	 Recommendation Report Overview to do: 11:59pm
Thu Sep 17, 2020	 Discussion with Research: 3.3 Managing Meetings and Teams due by 11:59pm
	 Discussion: 3.5 Interview Managers (Video Presentation/Speech) due by 11:59pm
Sun Sep 20, 2020	 Assignment: 3.4 Successful Team Management, Memo due by 11:59pm
	 Final Project Assignment: First steps: Brainstorming Topic and Locating Sources due by 11:59pm (1 student)

Date	Details	
	 Final Project Assignment: First steps: Brainstorming Topic and Locating Sources (https://husson.instructure.com/courses/1761822/assignments/12348086)	due by 11:59pm
Mon Sep 21, 2020	 4.1 Overview of Module 4	to do: 11:59pm
Thu Sep 24, 2020	 Discussion with Research: 4.4 Chapter 3: Monitoring Technology in the Workplace (https://husson.instructure.com/courses/1761822/assignments/12348055)	due by 11:59pm
	 Discussion: 4.2 Best Practices -- Communication Channel: Matching Technology with the Message (https://husson.instructure.com/courses/1761822/assignments/12348051)	due by 11:59pm
	 Assignment: 4.3 Communicating with Technology, Personal Study/Professional Memo (https://husson.instructure.com/courses/1761822/assignments/12348080)	due by 11:59pm
Sun Sep 27, 2020	 Assignment: 4.5 Why We Should Question Technology, Meta-cognitive Reflection/Essay (https://husson.instructure.com/courses/1761822/assignments/12348081)	due by 11:59pm
	 Final Project Assignment: Annotated Bibliography (https://husson.instructure.com/courses/1761822/assignments/12348087)	due by 11:59pm
Mon Sep 28, 2020	 5.1 Module 5: Overview	to do: 11:59pm
Thu Oct 1, 2020	 Discussion: 5.2 Chapter 5 and Audience (https://husson.instructure.com/courses/1761822/assignments/12348050)	due by 11:59pm

Date	Details
	 Discussion: 5.3 Chapter 5: Presentations due by 11:59pm
	 Assignment: 5.5 Communicating Visually: Brochure due by 11:59pm
Sun Oct 4, 2020	 Assignment: 5.4 Professional Speech/Presentation due by 11:59pm
	 Final Project Draft 1: Report, (Peer review) due by 11:59pm
Mon Oct 5, 2020	 6.1 Overview of Module 6 to do: 11:59pm
	 Discussion: 6.2 Chapter 10: Listening due by 11:59pm
Thu Oct 8, 2020	 Discussion: 6.3 Chapter 11: Communicating Nonverbally due by 11:59pm
	 Assignment: 6.4 Nonverbal Communication (Memo) due by 11:59pm
Sun Oct 11, 2020	 Final Project Draft 2: Report, with all documentation and images(Peer review) due by 11:59pm

Date	Details	
Mon Oct 12, 2020	 7.1 Module 7 Overview	to do: 11:59pm
	 Discussion with Research: 7.6 Performance Appraisal (https://husson.instructure.com/courses/1761822/assignments/12348049)	due by 11:59pm
Thu Oct 15, 2020	 Discussion: 7.2 Chapter 13: Managing Conflict (https://husson.instructure.com/courses/1761822/assignments/12348058)	due by 11:59pm
	 Discussion: 7.3 Chapter 14: Negotiation (https://husson.instructure.com/courses/1761822/assignments/12348057)	due by 11:59pm
	 Discussion: 7.4 Conducting Interviews (https://husson.instructure.com/courses/1761822/assignments/12348056)	due by 11:59pm
Sun Oct 18, 2020	 Assignment: 7.5 Interview and Power-Point Presentation with Narration (https://husson.instructure.com/courses/1761822/assignments/12348052)	due by 11:59pm
Mon Oct 19, 2020	 8.1 Module 8 Overview	to do: 11:59pm
	 8.2 Diversity in the Workplace	to do: 11:59pm
Tue Oct 20, 2020	 Discussion with research: 8.6 LGBTQ in the Workplace (https://husson.instructure.com/courses/1761822/assignments/12348047)	due by 11:59pm
	 Discussion: 8.3 Communicating Across Cultures (https://husson.instructure.com/courses/1761822/assignments/12348059)	due by 11:59pm

Date	Details
Fri Oct 23, 2020	 Discussion: 8.4 Regional Diversity: All of us are part of a group! (https://husson.instructure.com/courses/1761822/assignments/12348053) due by 11:59pm
	 Discussion: 8.7 Diversity in the Workplace (https://husson.instructure.com/courses/1761822/assignments/12348048) due by 11:59pm
	 Assignment: 8.5 Gender and Communication: Summary/Response (https://husson.instructure.com/courses/1761822/assignments/12348084) due by 11:59pm
	 Assignment: 8.8 Global Business Practices: Memorandum Report (https://husson.instructure.com/courses/1761822/assignments/12348085) due by 11:59pm
	 Final Report (https://husson.instructure.com/courses/1761822/assignments/12348090) due by 11:59pm
	 Final Speech with Visual Aids (Video) (https://husson.instructure.com/courses/1761822/assignments/12348091) due by 11:59pm