**STATE UNIVERSITY OF NEW YORK**
**COLLEGE OF TECHNOLOGY**
**CANTON, NEW YORK**



**MASTER SYLLABUS**

**BSAD 340 Management Communications**

**Created by: Janice Robinson**

**Updated by: Janice Robinson**

**School of Business & Liberal Arts**

**Department:   Business**

**Semester/Year:   Spring 2019**

**A.** <u>**TITLE**</u>: Management Communications

**B.** <u>**COURSE NUMBER:**</u>  BSAD 340

**C.** <u>**CREDIT HOURS: 3 credit hour(s) per week for 15 weeks**</u>

**D.** <u>**WRITING INTENSIVE COURSE**</u>:  Yes ☒   No ☐

**E.** <u>**GER CATEGORY**</u>:  **None: ☒   Yes**

**F.** <u>**SEMESTER(S) OFFERED**</u>: **Fall ☐   Spring ☐   Fall & Spring ☒**

**G.** <u>**COURSE DESCRIPTION:**</u>

This course introduces students to the foundations of effective management communication. It focuses on communicating strategically and persuasively in a professional environment. Skills such as advocacy, framing issues clearly and strategically, preparing a team for communicating in a competitive environment, facilitating meetings, and adapting arguments to audiences' needs are developed.

**H.** <u>**PRE-REQUISITES:**</u>  **None ☐   Yes ☒   If yes, list below:**
ENGL 101 Composition and the Spoken Word and completion of 45 semester credit hours or permission of the instructor

<u>**CO-REQUISITES**</u>: **None ☒   Yes ☐   If yes, list below:**

**I.** <u>**STUDENT LEARNING OUTCOMES:**</u>

**By the end of this course, the student will be able to:**

| *Course Student Learning Outcome [SLO]* | *Program Student Learning Outcome [PSLO]* | *ISLO & SUBSETS* | |
|---|---|---|---|
| Explain the communication process. | 1.2 Demonstrate the ability to identify and evaluate relevant information for decision-making. | 2 | PS |
| | 2.1 Express ideas clearly, logically, and persuasively in both oral and written formats | 1 | O&W |
| Employ strategic decision making in developing communications for diverse audiences. | 1.2 Demonstrate the ability to identify and evaluate relevant information for decision-making. | 2 | PS |
| | 3.1 Relate and interpret essential concepts of accounting, economics, finance, law, and marketing to the discipline of management. | 5 | |
| | 4.1 Recognize ethical and social responsibility issues in a business environment. | 4 | ER |
| | 5.2 Explain the implications of multicultural issues related to specific business scenarios. | 4 | GL |
| Identify the elements of a strategic communication campaign. | 1.2 Demonstrate the ability to identify and evaluate relevant information for decision-making. | 2 | PS |
| | 8.1 Identify relevant resources to produce a product or service | 5 | |
| | 9.2 Analyze operations to identify opportunities and develop plans to leverage digital technologies and innovation in business processes | 2 | CA |

| | | | |
|---|---|---|---|
| Produce documents/presentations that are purposeful, clear, concise, and suited to business audiences. | 1.2 Demonstrate the ability to identify and evaluate relevant information for decision-making. <br> 2.2 Apply the appropriate choice of format and communications medium | 2 <br> 1 | PS <br> O&W |
| Construct sound arguments based on reliable evidence and on audience analysis. | 1.1 Analyze quantitative and qualitative information to compare and contrast alternatives to reach a defensible solution. | 2 | PS |
| Analyze business situations in order to promote focused and productive presentations and meetings about problems, issues, and solutions | 2.1 Express ideas clearly, logically, and persuasively in both oral and written formats <br> 2.2 Apply the appropriate choice of format and communications medium | 1 | O & W |
| Respond appropriately to questions and opposing views. | 1.1 Analyze quantitative and qualitative information to compare and contrast alternatives to reach a defensible solution. <br> 2.1 Express ideas clearly, logically, and persuasively in both oral and written formats <br> 2.2 Apply the appropriate choice of format and communications medium. | 2 <br><br> 1 | PS <br><br> O & W |
| Demonstrate effective team/group management and participation skills. | 7.1 Work cooperatively and effectively in a cross-disciplinary team. <br> 7.2 Explain the skills necessary to influence, inspire, and motivate individuals and groups to achieve results. | 4 | T |

**J.** **APPLIED LEARNING COMPONENT**   Yes /
Research & Creative Works

**K.** **TEXTS:**

Educational materials will be chosen at the discretion of the instructor

**L.** **REFERENCES:**

*PROFESSIONAL ORGANIZATIONS*
National Communication Association
International Association of Business Communicators
International Communication Association
Campus Compact

**M.** **EQUIPMENT: None** ☐ **Needed:** Technology enhanced classroom

**N.** **GRADING METHOD:** A-F

**O.** **SUGGESTED MEASUREMENT CRITERIA/METHODS:**

Assignments, Projects, Exams, Participation

**P.** **DETAILED COURSE OUTLINE:**

**I   Communication Process**
    A.  Forms of Communication
        a.  Verbal
        b.  Non-verbal

      B. Models of Communication
          a. Linear
          b. Interactional
          c. Transactional
      C. Channels of Communication
          a. Formal
          b. Informal
      D. Feedback
      E. Perception

## II  Listening
      A. Stages
      B. Types
      C. Styles
      D. Barriers

## III  Audience and Speech
      A. Analysis
      B. Speech Delivery Methods
          a. Manuscript
          b. Memorization
          c. Impromptu
          d. Extemporaneous
      C. Establishing Credibility
      D. Tailoring Your Speech to a Setting

## IV  Cultural Awareness
      A. Identity
      B. Levels
      C. Intercultural Communication

## V  Strategic External Communication Plan
      A. Determine Goal
      B. Identify and Profile Audience
      C. Develop Messages
      D. Select Communication Channels
      E. Choose Activities and Materials
      F. Establish Partnerships
      G. Implement the Plan
      H. Evaluate and Make Mid-Course Corrections
      I. Advocacy

## VI  Internal Communication
      A. Common Culture
      B. Communication Tools
      C. Paper-based
      D. Electronic
      E. Oral
      F. Management Behavior
      G. Staff to Management Forums
      H. Policies and Procedures

I.  Training
J.  Determining Appropriate Tools for Goal
K.  Repeated Consistent Messages
L.  Consistent Usage of Tools
M.  Planning for Remediation
N.  Planning for Implementation
O.  Implementation
P.  Continuous Monitoring and Revision
Q.  Advocacy


**VII  Groups and Teams**
A.  Development
B.  Forming
C.  Storming
D.  Norming 4 Performing
E.  Team Roles
F.  Task Roles
G.  Relationship Roles
H.  Dysfunctional Roles
I.  Common Conflict Response Patterns
J.  Avoidance
K.  Accommodation
L.  Compromise
M.  Competition
N.  Collaboration
O.  Dealing with Conflict
P.  Group Think
Q.  Group Decision Making

**VIII  Planning a Productive Meeting**
A.  Is a Meeting Needed?
B.  Selection of Participants
C.  Information in Advance
D.  Running the Meeting
E.  Progress of Meeting
F.  Handling Conflict
G.  Managing the Dysfunctional Group Members
H.  Closure with a Plan
I.  Follow Up
J.  Participation in a Meeting

**Q.  LABORATORY**:  NOT APPLICABLE