

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



MASTER SYLLABUS

BSAD 340 – MANAGEMENT COMMUNICATIONS

For available course numbers, contact the Registrar's Office at registrar@canton.edu

CIP Code: 52.0501

For assistance determining CIP Code, please refer to this webpage
<https://nces.ed.gov/ipeds/cipcode/browse.aspx?v=55>
or reach out to Sarah Todd at todds@canton.edu

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Updated by: Nicholas C Kocher (clerical update)

**SCHOOL OF BUSINESS & LIBERAL ARTS
BUSINESS DEPARTMENT
FALL 2024**

A. TITLE: Management Communications

B. COURSE NUMBER: BSAD 340

C. CREDIT HOURS (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity):

# Credit Hours per Week	3
# Lecture Hours per Week	3
# Lab Hours per Week	
Other per Week	

D. WRITING INTENSIVE COURSE:

Yes	x
No	

E. GER CATEGORY:

Does course satisfy a GER category(ies)? If so, please select all that apply.

[1-2] Communication	
[3] Diversity: Equity, Inclusion & Social Justice	
[4] Mathematics & Quantitative Reasoning	
[5] Natural Science & Scientific Reasoning	
[6] Humanities	
[7] Social Sciences	
[8] Arts	
[9] US History & Civic Engagement	
[10] World History & Global Awareness	
[11] World Languages	

F. SEMESTER(S) OFFERED:

Fall	
Spring	
Fall and Spring	x

G. COURSE DESCRIPTION:

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. PRE-REQUISITES: ENGL 101 Composition and the Spoken Word and completion of 45 semester credit hours
CO-REQUISITES: None

I. STUDENT LEARNING OUTCOMES:

Course Student Learning Outcome [SLO]	Program Student Learning Outcome [PSLO]	GER	ISLO & Subsets
a. Explain the communication process.	1.2 Demonstrate the ability to identify and evaluate relevant information for decision-making. 2.1 Express ideas clearly, logically, and persuasively in both oral and written formats		1 – O & W 2 – PS
b. Employ strategic decision making in developing communications for diverse audiences..	1.2 Demonstrate the ability to identify and evaluate relevant information for decision-making. 3.1 Relate and interpret essential concepts of accounting, economics, finance, law, and marketing to the discipline of management. 4.1 Recognize ethical and social responsibility issues in a business environment. 5.2 Explain the implications of multicultural issues related to specific business scenarios.		2 – PS 4 – ER & GL 5

c. Identify the elements of a strategic communication campaign.	1.2 Demonstrate the ability to identify and evaluate relevant information for decision-making. 8.1 Identify relevant resources to produce a product or service 9.2 Analyze operations to identify opportunities and develop plans to leverage digital technologies and innovation in business processes		2 – CA & PS 5
d. 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. 2.2 Apply the appropriate choice of format and communications medium		1 – O & W 2 – PS
e. 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
f. 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 2.2 Apply the appropriate choice of format and		1 – O & W

	communications medium		
g. Respond appropriately to questions and opposing views.	1.1 Analyze quantitative and qualitative information to compare and contrast alternatives to reach a defensible solution. 2.1 Express ideas clearly, logically, and persuasively in both oral and written formats 2.2 Apply the appropriate choice of format and communications medium.		1 – O & W 2 – PS
h. Demonstrate effective team/group management and participation skills.	7.1 Work cooperatively and effectively in a cross-disciplinary team. 7.2 Explain the skills necessary to influence, inspire, and motivate individuals and groups to achieve results.		4 – T

KEY	<u>Institutional Student Learning Outcomes</u> <u>[ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	Communication Skills Oral [O], Written [W]
2	Critical Thinking <i>Critical Analysis [CA], Inquiry & Analysis [IA], Problem Solving [PS]</i>
3	Foundational Skills <i>Information Management [IM], Quantitative Lit, /Reasoning [QTR]</i>
4	Social Responsibility <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	Industry, Professional, Discipline Specific Knowledge and Skills

Yes	x
No	

If yes, select [X] one or more of the following categories:

Classroom / Lab	x	Community Service	
Internship		Civic Engagement	
Clinical Practicum		Creative Works/Senior Project	
Practicum		Research	
Service Learning		Entrepreneurship [program, class, project]	

K. TEXTS: Newman, A. (2022). Business communication and character (11th ed.). Cengage Learning.

L. REFERENCES: None

M. EQUIPMENT: Technology Enhanced Classroom

N. GRADING METHOD: A - F

O. SUGGESTED MEASUREMENT CRITERIA/METHODS:

- Exams
- Quizzes
- Papers
- Assignments
- 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 OUTLINE: None