



ENC 4264
Managerial Communication
CRN 23654; 3 Credit Hours; Section 001
College of Arts and Sciences, Department of English

COURSE SYLLABUS

Last Updated: 1/1/23

Semester: Spring 2023
Class Meeting Days: M/W
Class Meeting Time: 9:30-10:45am
Class Meeting Location: BSN 1304
Instructor: Justiss Burry
Office Location: CPR 317
Office Hours: M/W 11am-12pm and by appointment
Phone Number: 813-974-2334
Email: Jburry@usf.edu

I. Welcome!

Hello everyone! You may be wondering what this course is about, and that's a valid question. While the course material on Canvas will make course content clearer, I wanted to take some time to explain how this course will help you in your future career endeavors. According to the National Association of Colleges and Employers, [career readiness requires competencies](#) that help students move successfully into the workplace. This course will directly impact and help with competencies such as critical thinking/problem solving, demonstrating, and articulating successful communicative ideas and thoughts, strengthening your leadership skills, developing your work ethic, and learning to learn from differences and intercultural situations.

II. University Course Description

This course is designed to strengthen written, oral, and non-verbal skills in the context of managerial communication tasks. The course presents communication skills as integral to management strategy and as vital to workplace success.

III. Course Prerequisites

Prerequisite: Any one of the following: ENC 3250, ENC 3310, ENC 4311, ENC 4260, ENC 2210.

IV. Course Purpose

Managerial Communications is designed to strengthen written, oral, and non-verbal skills in the context of managerial communication tasks. Sharpening these skills enables students to become more competitive in the marketplace. The course presents communication skills as integral to management strategy and as a vital component to workplace success.

This course will help prepare those already in management or supervisory positions—or those aspiring to them—to present their ideas, facts, and analyses more clearly, concisely, and persuasively.

The ultimate goal is to provide students with the communication tools needed to have greater impact and influence in the workplace.

V. How to Succeed in this Course

Come to class and do the work. I greatly value effort and the work that you put into this course as I appreciate students who consider my job responsibilities and engage course materials. I do not expect every student to love the course material, but I do expect every student to try. If you are having difficulty in the course, please come to me and ask for help. I am here to help you!

VI. Student Learning Outcomes

- Employ flexible and collaborative strategies for generating, revising, editing, proofreading, and circulating texts
- Demonstrate an ability to write in multiple genres (using conventions and formats) appropriate to the situation
- Define and solve communication challenges in the workplace by employing a variety of oral, written, and non-verbal strategies
- Compose and edit communications up, down, and across the organization

VII. Diversity Statement

This course is an inclusive classroom space. We are committed to a learning atmosphere that acknowledges and appreciates the diverse students at USF and their views on race, ethnicity, ability, gender, religion, and socio-economic status. In this class you will have the opportunity to express and experience that cultural diversity through the varied voices of your classmates as it relates to the content of the course.

For me, diversity is actively championing and campaigning for the rights of those that have been disenfranchised. Activism without action is just another “ism” that people employ to make themselves feel like they are helping and contributing to another

cause. For this reason, my ontological approach to diversity is to *do* something that engages students in work that isn't myopic. As such, this course is an inclusive classroom space. We, as a community of students, are committed to a learning atmosphere that acknowledge and appreciate the diverse students at USF. In this class you will have the opportunity to express and experience cultural diversity through the varied voices of your classmates as it relates to the content of the course. The diversity that students bring to this class will be viewed as a resource, strength, and benefit, and it will enhance students' learning needs.

VIII. Required Texts and/or Readings and Course Materials

- No textbook is required
- Readings will be supplied through Canvas and online.

IX. Grading Scale

Grading Scale (%)	
94-100	A
90 – 93	A-
87 – 89	B+
84 – 86	B
80 – 83	B-
77 – 79	C+
74 – 76	C
70 – 73	C-
67 – 69	D+
64 – 66	D
60 – 63	D-
0 – 59	F

X. Grade Categories and Weights

Assessment	Percent of Final Grade
Project 1 Team Communication	20%
Project 2 Meeting Packet	20%
Project 3 Performance Review	20%
Project 4 Communication Strategy	30%
Course Engagement	10%

XI. Essay and Project Assignments

Project 1: Team Communication

Project management is an essential aspect of managerial responsibilities, and fundamental to the work of project management is team communication. In this

project you will practice both project management and team communication as you organize a fundraising campaign based on a scenario.

Project 2: Meeting Packet

Meetings are a fundamental aspect of how work gets done. A well-run meeting allows for efficient exchange of information and facilitates effective decision making. In this project you will prepare the materials necessary for a successful meeting, create a presentation, and get feedback on your work.

Project 3: Performance Review

Learning how to give and receive feedback is a mandatory skill for any manager. Supplying constructive evaluation and making productive recommendations for improvement is one of the most important characteristics of a good manager. In this project you will evaluate your own performance in the class and produce questions that can be used to evaluate members of a team, practicing effective feedback strategies as you produce a 360 Evaluation.

Project 4: Communication Strategy

Communication strategies are plans that map out the goals of a project and the exchange of information for a project or situation. Communication strategies ensure information flows smoothly and that all involved parties are kept informed based on their roles, responsibilities and information needs. In this project, you will work in teams. You will be presented with a scenario upon which you will base the communication strategy you will develop. You also will create correspondence and related documents for circulation based on your plan and your goal.

Course Engagement

Students should actively submit smaller stakes assignments such as exercises that are due each week. In addition, actively participating in course discussions (online and face-to-face) by listening, responding, and contributing to the current conversation is paramount to success in this course.

XII. Grade Dissemination

All grades will be disseminated through Canvas. You can access your scores at any time using "Grades" in Canvas.

XIII. Course Schedule

A digital version of this schedule [can be found in the Student Work Syllabus](#). Use this chart to keep up with assignments and homework both online and in class. Keep in mind that this chart is here to help you but may change throughout the semester, so keep returning for updates. Remember that all readings are in Canvas and your textbook for the course is located in usfwrites.usf.edu.

* Note: The schedule is subject to revision

XIV. Standard University Policies

Policies about disability access, religious observances, academic grievances, academic integrity and misconduct, academic continuity, food insecurity, and sexual harassment are governed by a central set of policies that apply to all classes at USF. These may be accessed at: <https://www.usf.edu/provost/faculty/core-syllabus-policy-statements.aspx>

XV. Covid-19 Procedures

All students must comply with university policies and posted signs regarding COVID-19 mitigation measures, including wearing face coverings and maintaining social distancing during in-person classes. Failure to do so may result in dismissal from class, referral to the Office of Student Conduct and Ethical Development, and possible removal from campus.

Additional details are available on the University's Core Syllabus Policy Statements page: <https://www.usf.edu/provost/faculty/core-syllabus-policy-statements.aspx>

XVI. Course Policies: Grades

Late Work Policy:

Late and missed work will not earn assignment credit. You'll receive credit for all of the work you do for our class as long as you follow proper protocol for submission and submit your work on time. You will submit most of your work to Canvas drop boxes.

Grades of "Incomplete":

The current university policy concerning incomplete grades will be followed in this course.

For undergraduate courses: An "I" grade may be awarded to a student only when a small portion of the student's work is incomplete and only when the student is otherwise earning a passing grade. The time limit for removing the "I" is to be set by the instructor of the course. For undergraduate students, this time limit may not exceed two academic semesters, whether or not the student is in residence, and/or graduation, whichever comes first. For graduate students, this time limit may not exceed one academic semester. "I" grades not removed by the end of the time limit will be changed to "IF" or "IU," whichever is appropriate.

XVII. Course Policies: Technology and Media

Email Expectations:

Make sure that you utilize your USF email to send me communications. Remember that these are public record. Note that I tend to email back fairly quickly, but please

allow me time to respond should I not be around a computer/I'm playing Archer/Toon Blast on my phone. Also, please make sure to employ professional language and tone in your emails to me, or you will receive an email that asks you to reorient your email and/or tone as a learning moment. Here's an example of an effective email a previous student sent to me because it includes (don't indent):

Good Afternoon Professor Burry,

Attached is the photo of the practice plan from my flip grid video since it wouldn't focus. I had such a hard time trying to finish it... just my luck. It took three laptops and about 8 attempts, but I did my best and the working video is now posted. Thank you for your help... again!

Best regards,

Student Student

Technology Policy:

It is 2023, so I do not mind electronics in the classroom. However, if I notice that your work is not getting done in class, or if you are not participating in class discussion and/or peer groups, your participation grade may be negatively affected. In short, I encourage use of technology in the classroom, but remember that Facebook and the like are ancillary to learning in the classroom. This policy is conditional and subject to change at any time during the term if technology use distracts from learning.

Canvas:

This course will be offered via USF's learning management system (LMS), Canvas. If you need help learning how to perform various tasks related to this course or other courses being offered in Canvas, please view the following videos or consult the Canvas help guides. You may also contact USF's IT department at (813) 974-1222 or help@usf.edu.

Technology Requirement:

Students are required to have regular access to a computer, the internet, a word processor, Canvas, USF email, and a printer. There are many technology labs on campus that students can use at no extra cost, so students should have regular access to all required technology via the USF campus resources. The USF Digital Media Commons is also available for student use. The DMC is an excellent and recently expanded "multimedia production area which provides equipment, instruction, space, and assistance" for students to use design equipment and software. In the event of a USF service disruption that affects all students, instructors will notify students how to submit assignments.

Student Recordings:

Students may, without prior notice, record video or audio of a class lecture for a class in which the student is enrolled for their own personal, educational use. A class lecture is defined as a formal or methodical oral presentation as part of a university course intended to present information or teach enrolled students about a particular subject. Recording class activities other than class lectures, including but not limited to lab sessions, student presentations (whether individually or part of a group), class discussion, clinical presentations such as patient history, academic exercises involving student participation, test or examination administrations, field trips, private conversations between students in the class or between a student and the faculty member is prohibited. Recordings may not be used as a substitute for class participation and class attendance and may not be published or shared without the written consent of the faculty member. Failure to adhere to these requirements may constitute a violation of the [USF Student Conduct Code](#).

XVIII. Course Policies: Student Expectations

Title IX Policy:

Title IX provides federal protections for discrimination based on sex, which includes discrimination based on pregnancy, sexual harassment, and interpersonal violence. In an effort to provide support and equal access, USF has designated all faculty (TA, Adjunct, etc.) as Responsible Employees, **who are required to report any disclosures of sexual harassment, sexual violence, relationship violence or stalking**. The Title IX Office makes every effort, when safe to do so, to reach out and provide resources and accommodations, and to discuss possible options for resolution. Anyone wishing to make a Title IX report or seeking accommodations may do so online, in person, via phone, or email to the Title IX Office. For information about Title IX or for a full list of resources please visit: <https://www.usf.edu/title-ix/gethelp/resources.aspx>. *If you are unsure what to do, please contact Victim Advocacy – a confidential resource that can review all your options – at 813-974-5756 or va@admin.usf.edu.*

Attendance Policy:

If you are consistently late to the course (more than 5 minutes), that's rude. Just don't do it all the time. I will respect your time too.

Class Etiquette:

Fostering a conducive and positive learning environment is the responsibility of every participant in this classroom and is especially important during current politicized times with politics, masks, vaccine hesitantly, etc. In fact, one fostering tenet is the expectation that everyone treats one another with respect. You may disagree with others' opinions/comments in this class (including in person and/or online), and that's ok...an important learning crux for academics is disagreeing and navigating others' ideas. *It is the way people express their disagreement that matters*. Be aware of your tone, language, and body language when disagreeing, and remember to keep it appropriate for the classroom which includes online discussion spaces. Also, you must

avoid crude, disrespectful comments, and/or jokes that may disrupt the positive learning environment. Some of these comments may be but are not limited to: making jokes and/or comments about one's race, sex (see Title IX regulations), religion, sexual orientation, age, or personal history. Failure to foster and maintain this respectful environment may result in a severe detriment to one's grade. If problems should arise, or if this paragraph is unclear, please see me during my office hours to discuss.

Other Expectations:

I am a human. It's strange to really understand, perhaps, but I am. As John Dryden, a famous poet noted, "To err is human / to forgive divine." In other, non-fancy academic speak, respect me and my time and I promise to do the same for you! I consider myself a facilitator of learning and our classroom is our thinking space. Trust, I'm not here to flex about my knowledge etc., but I know a few things; y'all do too, so let's all learn together.

XIX. Important Dates

Classes Begin	January 9
Drop/Add Ends	January 13
MLK Holiday, No Class	January 16
Spring Break	March 13-19
Last Day to Withdraw	March 25
Test Free Week	April 22-28
Last Day of Classes	April 28
End of term	May 4

XX. Learning Support and Campus Offices

Tampa Campus

Tutoring Hub

The Tutoring Hub offers free tutoring in [several subjects](#) to USF undergraduates. Appointments are recommended, but not required. For more information, email asctampa@usf.edu

Writing Studio

The Writing Studio is a free resource for USF undergraduate and graduate students. At the Writing Studio, a trained writing consultant will work individually with you, at any point in the writing process from brainstorming to editing. Appointments are recommended, but not required. For more information or to make an appointment, email writingstudio@usf.edu

Counseling Center

The Counseling Center promotes the wellbeing of the campus community by providing culturally sensitive counseling, consultation, prevention, and training that enhances student academic and personal success. Contact information is available [online](#).

Center for Victim Advocacy

The Center for Victim Advocacy empowers survivors of crime, violence, or abuse by promoting the restoration of decision making, by advocating for their rights, and by offering support and resources. Contact information is available [online](#).

St. Petersburg Campus

Student Success Center

The Student Success Center provides free tutoring and writing consultations. Contact information is available [online](#).

Wellness Center

The Wellness Center provides counseling and medical services, as well as prevention programs and victim advocacy. Contact information is available [online](#).

Sarasota-Manatee Campus

Tutoring and Writing Support

Learning Support Services provides free tutoring and writing consultations for a variety of courses and subjects such as, Accounting, Biology, Chemistry, Finance, Math & Statistics, Physics, and Spanish. Make an appointment [online](#).

Counseling and Wellness Center

The Counseling and Wellness Center is a confidential resource where you can talk about incidents of discrimination and harassment, including sexual harassment, gender-based crimes, sexual assault, stalking, and domestic/relationship violence. Call 941-487-4254

Victim Advocate

A Victim Advocate is available 24/7 by calling (941) 504-8599. For assistance leave a message with your phone number and your call will be returned as soon as possible. The Victim Advocate is available to assist victims of crime, sexual assault, and partner violence.