

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

BMAL 550

EFFECTIVE EXECUTIVE COMMUNICATION

COURSE DESCRIPTION

Executives in professional organizations are expected to solve problems and make decisions, but ultimately, they must communicate them effectively to a variety of stakeholders. This course is designed to integrate knowledge of the pervasive impact of computer and other information technologies with time-honored communications principles to enable students to maximize their effectiveness in diverse and technologically dynamic business environments. (Formerly BUSI 550)

RATIONALE

This course will enable the students to grasp the many facets of effective communication in business. A proper understanding of communication is integral in order to create a positive public image, handle crisis, implement change, or deal with government regulation. From high-ranking CEOs to entry-level positions, the value of delivering and receiving a clear message, both internally and externally, is becoming increasingly salient thanks to emerging competition and new technology.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Microsoft Office

IV. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Summarize the historical background of corporate communication through the events that have influenced the operating environment for business.
- B. Discuss how the changing business environment has changed corporate communication.
- C. Summarize the importance of recognition of corporate communication to the corporate strategic planning process.
- D. Explain the importance corporate communication has to a corporation's identity and image.
- E. Analyze the importance of a corporation's social and environmental obligations to corporate communication.
- F. Determine methods for effective internal stakeholder and investor communications and relations.
- G. Evaluate effective methods of government relations.
- H. Integrate biblical concepts into the research of the business discipline.
- I. Communicate effectively and logically within the business discipline.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations
- B. Course Requirements Checklist
After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.
- C. Discussion Board Forum Threads (4)
Discussion boards are collaborative learning experiences. Therefore, the student will choose a case study question located at the end of the scheduled chapter readings and write a 350–450-word thread. The student will be required to provide academic research and a relevant biblical concept to support his/her ideas.
- D. Discussion Board Forum Replies (4)
In the module/week following each thread, the student will be required to post a 250-word minimum reply to at least 2 other students' threads. This is not simply an agreement or disagreement with the thread, but it should analyze ideas and include academic research to support the analysis.
- E. Research Paper: Topic Selection
The student will write a 10–12-page research paper on the topic of his/her choice regarding corporate communication. The topic selected will be submitted via a discussion board forum.

F. Research Paper: Annotated Bibliography

Prior to writing the Research Paper, the student will provide an annotated bibliography of 25 references (in current APA format with a cover page) that he/she plans on using for his/her research. Each reference must include a summary, analysis, and reflection.

G. Research Paper: Outline

The student will submit a detailed outline of the research he/she has performed which summarizes the order and content of the Research Paper. The outline must be very specific and include references.

H. Research Paper

The student will choose a topic covered in the text regarding corporate communication which he/she would like to research further. The research paper will be 10–12 pages.

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist	10
Discussion Board Forum Thread (4 at 80 pts ea)	320
Discussion Board Forum Replies (4 at 50 pts ea)	200
Research Paper: Topic Selection	0
Research Paper: Annotated Bibliography	130
Research Paper: Outline	100
Research Paper	250
Total	1010

B. Scale

A = 940–1010 A- = 920–939 B+ = 900–919 B = 860–899 B- = 840–859
 C+ = 820–839 C = 780–819 C- = 760–779 F = 0–759

Special circumstances (e.g. death in the family, personal health issues) will be reviewed by the instructor on a case-by-case basis.

C. Disability Assistance

Students with a documented disability may contact Liberty University Online’s Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

COURSE SCHEDULE

BMAL 550

Textbook: Argenti, *Corporate Communication* (2016).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Argenti: chs. 1–2 3 presentations 2 videos	Course Requirements Checklist Class Introductions DB Forum 1: Thread Research Paper: Topic Selection	10 0 80 0
2	Argenti: chs. 1–2 2 presentations 1 video	DB Forum 1: Replies	50
3	Argenti: chs. 3–5 2 presentations 1 video	DB Forum 2: Thread Research Paper: Annotated Bibliography	80 130
4	Argenti: chs. 3–5 1 presentation 1 video	DB Forum 2: Replies	50
5	Argenti: chs. 6–8 1 presentation 1 video	DB Forum 3: Thread Research Paper: Outline	80 100
6	Argenti: chs. 6–8 1 presentation 1 video 1 website	DB Forum 3: Replies	50
7	Argenti: chs. 9–10 1 presentation 1 video	DB Forum 4: Thread	80
8	Argenti chs. 9–10 1 presentation 1 video	DB Forum 4: Replies Research Paper	50 250
TOTAL			1010

DB = Discussion Board

NOTE: Module/Week one begins on Monday and ends at 11:59 p.m. (ET) on Friday.
Modules/Weeks 2-8 begin on Saturday and end at 11:59 p.m. (ET) on Friday.