



Master of Science

Information Technology and Administrative Management

General Course Syllabus

ADMG 525 Global Managerial Communications 4 Credits

Course Description

This course introduces students to the importance and need for clear, succinct, and relevant business communications. Students will learn to write and deliver effective messages and will learn to research, propose, and present business reports. Additionally, students will be introduced to the importance of communications in the digital age.



Co- or prerequisite: ADMG 501

Learner Outcomes

Demonstrate an understanding of composing and writing effective styles of business correspondence

Demonstrate an understanding of emerging technologies in business communication

Demonstrate an understanding of letter and memoranda formats

Demonstrate an understanding of APA style and format

Develop and demonstrate proper use of grammar, spelling, word use, and punctuation as applied in business communication.

Assessments

The student will demonstrate knowledge and application of effective writing of letters, memos, and email, based on specific subjects and target audiences.

The student will apply technologies to include (but not limited to) e-mail, Internet, blogs, and microblogs.

The student will create appropriately formatted letters and memoranda.

The student will create an analytical report and a business proposal that uses correct APA style and format.

The student will create documents that include proper use of grammar, spelling, word use, and punctuation.

Specific course faculty and materials vary by quarter. Current information can be found on MyCWU and Canvas LMS.

ITAM classes are often offered in online, hybrid, or traditional formats. Visit my.cwu.edu for complete details.

University Policy on Academic Integrity

Academic Integrity is a standard set for this course. Students are expected to complete all of their coursework and assignments using their original words and ideas and will properly cite the words and ideas of others. Students are also expected to be honest in their interactions with the instructor. A student found to have not upheld these expectations is subject to failing this course and shall be subject to disciplinary action or sanction.

[WAC 106-125-020](#) defines the term “academic dishonesty” in all its forms including cheating, plagiarism, and fabrication. This can include:

- cheating on tests;
- copying from another student’s test paper;
- using materials during a test not authorized by the person giving the test;
- collaboration with any other person during a test without authority;
- knowingly obtaining, using, buying, selling, transporting, or soliciting in whole or in part the contents of an un-administered test or information about an un-administered test;
- bribing any other person to obtain an un-administered test or information about an un-administered test; substitution for another student or permitting any other person to substitute for oneself to take a test;
- plagiarism, which shall mean the appropriation of any other person's work and the unacknowledged incorporation of that work in one's own work offered for credit;
- collusion, which shall mean the unauthorized collaboration with any other person in preparing work offered for credit

University Policy on Special Needs

Central Washington University is committed to creating a learning environment that meets the needs of its diverse student body. If you anticipate or experience any obstacles to learning, contact Disability Services to discuss a range of available options. Student Disability Services is located in Hogue 126. Call 509.963.2214 or email ds@cwu.edu for more information. www.cwu.edu/disability-support

CWU Writing Center

Central Washington University is a community of scholars and writers who are supported by the University Writing Center. Peer consultants guide students of all disciplines and all levels toward communication that will be effective in a global and diverse environment. <http://www.cwu.edu/learning-commons/university-writing-center>

Diversity at CWU

CWU expects every member of the university community to contribute to an inclusive and respectful culture for all in its classrooms, work environments, and at campus events.