

Syllabus
MGMT 4322 Management Communication
Sul Ross State University – Rio Grande College
Dr. Terry C. Carson

Introduction

Because communication is so important in business, businesses want and need people with good communication skills. Evidence of the importance of communication in business is found within numerous surveys of executives, recruiters, and academicians. Without exception, these surveys have found that communication (especially written communication), ranks at or near the top of the business skills needed for success (Rentz, Flatley, & Lentz, 2011).

Program Objectives

1. Students will demonstrate an understanding of correct and appropriate communications methods within a business context.
2. Students will demonstrate and understanding of legal and ethical issues within the context of business communications.
3. Students will demonstrate understanding of how information technologies support communication in the organization.

Course Objectives

The student will be able to:

1. Describe the three main forms of communication in the business organization and explain its importance. Write short, clear sentences by limiting sentence content and economizing on words.

Assessment: Written exam, written chapter exercises and assignments.

2. Explain the need for effect in writing business messages. Use the four major techniques for emphasis in writing. Determine which situations require using the indirect or direct order for the most effective response.

Assessment: Written exam, written chapter exercises, case studies.

3. Compose sales messages that gain attention, persuasively present appeals, and effectively drive for action.

Assessment: Written exam, written chapter exercises and assignments.

4. Develop a network of contacts in your job search. Compile print and digital résumés that are strong, complete, and organized. Write targeted cover messages that skillfully sell abilities.

Assessment: Written exam, written chapter exercises and assignments.

5. State a problem clearly in writing and list the factors involved in a problem. Write reports that are focused, objective, and interesting. Understand the four major differences in writing short and long reports.

Assessment: Written exam, written chapter exercises and assignments.

6. Describe the roles and contents and construct the parts of a long, formal report. Prepare a structural coherence plan for a long, formal report.

Assessment: Written exam, written chapter exercises and assignments.

Lecture Focus

Chapter 1 – The Role of Communication in Business, Main Categories of Business Communication, The Business Communication Process.

Chapter 2 – Adaptation, Selecting Words, Suggestions for Nondiscriminatory Writing.

Chapter 3 – Construction of Clear Sentences and Paragraphs

Chapter 4 – Conversational Style, You-Viewpoint, Courtesy, Role of Emphasis.

Chapter 5 – Process of Writing, Letters, Memos, Email.

Chapter 6 – The General Direct Plan, Routine Inquiries, Favorable Responses, Adjustment Grants.

Chapter 7 – The General Indirect Plan, Adjustment Refusals, Negative Announcements, Claims.

Chapter 8 – The Rationale for Indirectness, General Advice About Persuasion, Persuasive Requests, Sales Messages, Proposals.

Chapter 9 - The Job Search, Construction the Résumé, Writing the Cover Message, Handling the Interview, Follow-Up.

Chapter 15 – The Growing Importance of Cross-Cultural Communication, Dimensions of Cultural Difference, Problems of Language, Advice for Communicating Across Cultures.

Chapter 16 – The Importance and Nature of Correctness, Standards for Punctuation, Standards for Grammar, Standards for the use of Numbers, Spelling, Capitalization.

Grading Policy

The course requirements consist of three objective multiple-choice exams. Your course grade will consist of an average of the three exams in addition to class participation and attendance.

Required Text

Business Communication 12 ed. by Rentz, Flatley, & Lentz.
McGraw-Hill Irwin Publishers. ISBN 13: 978-0-07-337779-7.

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