

## MGMT4322- Management Communication

Fall 2016 SESSION

Uvalde, Tuesdays 6:00 PM to 8:45 PM

Thomas L. Matula, Ph.D.

e-mail: [Thomas.matula@sulross.edu](mailto:Thomas.matula@sulross.edu)

Phone: 830 279-3035

### **AVAILABILITY HOURS:**

Via CHAT, EMAIL or PHONE,

Monday, Tuesday, Thursday; 12 noon- 3:30 PM

**GRADING:** Grades will be determined as follows:

Assignments (5)	250 points
Presentation	50 points
Formal Report	100 points
Final	100 points
Total Points	500 points

### **COPYRIGHT NOTICE:**

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**1. ONLINE COURSE PROCEDURES:** It will be your responsibility to check the **Blackboard website frequently**. You are also required to check your Sul Ross email account since all individual communication will be sent to that address.

**YOU ARE REQUIRED TO DOWNLOAD AND USE THE MOZILLA INTERNET BROWSER** from Firefox OR Chrome by Google. The Microsoft Internet Explorer in the later versions has recently caused a variety of problems when taking these online exams. Mozilla is available as a free download. Click on the Help and Resources tab when you first log onto the course and then click on Downloads, Utilities, etc. If you need help with this download, contact our OIT department immediately.

Each week, you should read the assigned chapters and check for any new material, new assignments or weekly discussion threads

2. **REQUIRED TEXT:** “*Lesikar's Business Communication: Connecting in a Digital World*”, 13<sup>th</sup> edition, by Kathryn Rentz and Paula Lentz McGraw-Hill  
ISBN-13 9780073403212

3. **OFFICIAL COMMUNICATION:** All official communication by the University or me will be sent to your Sul Ross email account. As a result, you are required to activate your email account and check it from time to time for personal communication. I encourage you to email me if you have questions or comments, **BUT PLEASE** include your full name and the course for which you have questions. Even if you submit your email through the Blackboard site, I cannot tell which course you are in nor what your real name is (i.e., egar123) unless you put it in the body of your email.

4. **TECHNOLOGY HELP:** Obtain your RGC email account name and password directly from the **Central Help Desk at 1-888-837-2882**. For most technology problems, first go to the Lobo Technology Assistance Center (LTAC). The quicklink to this site is available from our home page under the “My SRSU” tab. For specific help with any aspect of Blackboard, including problems with online exams, contact our Blackboard administrators in Alpine.

**BLACKBOARD HELP: 432-837-8489**

In addition you may visit with one of our on-campus technology resource personnel as follows:

Uvalde: Mr. George Hernandez phone: 830-279-3045  
Email: ghernandez@sulross.edu

Del Rio: Creighton Nope III phone 830 703-4818

Eagle Pass: Mr. Juan Garza phone: 830-758-5010  
Email: jgarza8@sulross.edu

I encourage you to email me if you have questions about any aspect of the course. Good luck and I look forward to “hearing” from you.

#### **STUDENT LEARNING OUTCOMES:**

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

*Assessment: Written assignments, exams and class discussion.*

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 assignments, exams and class discussion.*

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

*Assessment: Written assignments, exams and class discussion.*

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

*Assessment: Written assignments, exams and class discussion.*

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 assignments, exams and class discussion.*

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 assignments, exams and class discussion.*

#### **ADA STATEMENT:**

*Sul Ross State University is committed to equal access in compliance with the Americans with Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility services. Students seeking accessibility services must contact Kathy Biddick in Student Services, Room C-102, Uvalde campus. The mailing address is 2623 Garner Field Road, Rio Grande College-Sul Ross State University, Uvalde, Texas 78801. Telephone: [830-279-3003](tel:830-279-3003). E-mail: [kbiddick@sulross.edu](mailto:kbiddick@sulross.edu)*

#### **DISTANCE EDUCATION STATEMENT**

Students enrolled in distance education courses have equal access to the university's academic support services, such as Smarthinking, library resources, such as online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires secure login information to verify students' identities and to protect students' information. ***[If the course requires students to take proctored exams or to purchase additional software or equipment, please describe those requirements here.]*** The procedures for filing a student complaint are included in the student handbook. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website.