

MGMT4322- Management Communication

Fall 2017 SESSION

Eagle Pass, Wednesday 6:00 PM to 8:45 PM

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AVAILABILITY HOURS:

Via CHAT, EMAIL or PHONE,

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

GRADING: Grades will be determined as follows:

Assignments (4)	200 points
Presentation (2)	100 points
Formal Report	100 points
Total Points	400 points

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

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 to 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.

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

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.

Revised Schedule for MGMT4322 – Spring 2017

Week	Topic	Readings
Jan. 18	Understanding Workplace Communication	Chapter 1
Jan. 25	Knowing your audience	Chapters 2 & 3
Feb. 1	Constructing Clear Sentences and Paragraphs <i>Assignment 1 due</i>	Chapter 4
Feb. 8	Writing for a Positive Effect	Chapter 5
Feb. 15	Developing Your Writing Process	Chapter 6
Feb. 22	Developing Your Writing Process II <i>Assignment 2 Presentations</i>	Chapter 6
Mar. 1	Writing a resume <i>Assignment 2 Presentations</i>	none
Mar. 8	Conducting a Winning Job Campaign Making Your Case with Persuasive Messages and Proposals <i>Assignment 3 due</i>	Chapter 9 & 10
Mar. 15	Spring Break	
Mar. 22	Leveraging Technology professionally	Chapters 17 & 18
Mar. 29	Business Reports <i>Assignment 4 due</i>	Chapters 11 & 12
Apr. 5	Conducting Research and Reporting to Decision Makers	Chapters 13 & 14
Apr. 12	Striking the right tone in reporting difficult news <i>Assignment 5 due</i>	Chapters 7 & 8
Apr. 19	Communicating Effectively in Meetings and Conversations Delivering Oral Reports and Business Speeches	Chapters 15 & 16
Apr. 26	Good report writing tips <i>Presentations</i>	
May 3	<i>Presentations</i>	
May 10	<i>Presentations and Final Report Due</i>	