

**SUL ROSS STATE UNIVERSITY
COURSE SYLLABUS
MGT 4322
MANAGEMENT COMMUNICATIONS
SPRING 2022
T TH 8:00 – 9:15 BAB 317**

I. INSTRUCTOR: Clark Nussbaum
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CELL: 432-538-2678 or 432-386-0722
FAX: 432-837-8003
OFFICE: MAB 307
OFFICE HOURS: TTH 2-5 PM
Times by Appointment
clark.nussbaum@sulross.edu

II. PROGRAM LEARNING OUTCOMES:

- **Marketable Skill 1:** Students will have the ability to apply the principles of business they learn to the management of existing businesses or the creation of new businesses.
- **Marketable Skill 2:** Students will have the ability to use research and analysis to make informed decisions.
- **Marketable Skill 3:** Students will have the ability to write business letters, emails, resumes and reports
- **Marketable Skill 4:** Students will have the ability to make effective oral presentations to both professional and general audiences.

III. STUDENT LEARNING OUTCOMES:

- SLO1 - Analyze and solve Business problems across major business functions, using fundamental business principles and strategies
- SLO 2 Communicate business information through written, oral and other delivery processes
- SLO 3 Identify and understand the impact of ethical and social responsibility issues in business

IV. TEXT:

Business Communication Today 15th edition
ISBN 9780135891612
ISBN 9780135900239 RENTAL

V. GRADE: The grade for this course will be:

Attendance	140
Team Presentation	100
Writing Assignments	240
3 Exams	300
FINAL EXAM	<u>100</u>
	880

No make-up exams or extra credit will be given.

- VI. ATTENDANCE:** The attendance policy as outlined in the Sul Ross catalog will be followed. Excessive absences could cause a student to be dropped with an “F”.
- VII. ACADEMIC HONESTY:** You are expected to do your own work on any assignment and test. If a student is caught cheating, a grade of zero will be assigned to that work.
- VIII. INSTRUCTOR EXPECTATIONS:** You are expected to approach this class in a professional manner. This means coming to class regularly, on time and prepared to participate. Your primary goal as a student is to obtain an education and acquire certain skills to enable you to be productive and competitive in your chosen field. Do not waste your time, your classmates time, or my time by not giving 100% of your efforts.
- IX. ADA:** “Any student who because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make necessary arrangements. If an accommodation is needed, students must present their accommodation letter, obtained from Accessibility Services, as soon as possible. Please note that instructors are not permitted to provide classroom accommodations to a student until the appropriate verification has been received. Accessibility Services is in Ferguson Hall room 112. You can make an appointment by calling Mary Schwartze Grisham at 432 837-8203.”

SRSU Library Services

The Sul Ross Library offers FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library’s website, library.sulross.edu. Off-campus access requires your LoboID and password. Check out materials using your photo ID. Librarians are a tremendous resource for your coursework and can be reached in person, by email (srsulibrary@sulross.edu), or phone (432-837-8123).

- X. ACADEMIC GRIEVANCE PROCEDURE:** Should you have a problem or concern, it is important that you follow the chain-of-command in addressing your problem. The chain-of-command, in order of who you would see first, is as follows: (1) Instructor (2) Chair (3) Dean of Professional Studies (4) Provost and Vice-President of Academic Affairs and (5) President.

XI. COURSE COVERAGE

Please see attached spreadsheet with class schedule and assignments.

DATES	Chapter	Topic	Writing Assignments
1/11/2022		Introduction	
1/13/2022	1	PROFESSIONAL COMMUNICATIONS IN	
1/18/2022	1	A DIGITAL, SOCIAL, MOBILE WORLD	
1/20/2022	2	COLLABORATION, INTERPERSONAL	
1/25/2022	2	COMMUNICATION & BUSINESS ETIQUETTE	
1/27/2022	3	COMMUNICATION CHALLENGES IN A	
		DIVERSE, GLOBAL MARKETPLACE	
2/1/2022		TEAM MEET	
2/3/2022	4	PLANNING BUSINESS MESSAGES	Solving the Case of the missing Safety Warning pg 106 Due 2/10/2022
2/8/2022	5	WRITING BUSINESS MESSAGES	Think Now, Write Later pg 147 Due 2/12/2022
2/10/2022	6	COMPLETING BUSINESS MESSAGES	Make QA Part of Your Communication Process pg 177 Due 2/18/2022
2/15/2022		EXAM 1 CH 1-6	
2/17/2022	7	DIGITAL MEDIA	
2/22/2022	8	SOCIAL MEDIA	
2/24/2022	9	VISUAL MEDIA	
3/1/2022		TEAM MEET	
3/3/2022	10	WRITING ROUTINE & POSITIVE MESSAGES	Solving the Case of the Imaginary Good News pg 288 Due 3/16/2022
3/7-3/11/2021		SPRING BREAK	
3/15/2022	11	WRITING NEGATIVE MESSAGES	Solving the Case of the Deceptive Soft Sell pg 316 Due 3/21/2022
3/17/2022	12	WRITING PERSUASIVE MESSAGES	Solving the Case of the Incredible Credibility pg 360

			Due 3/25/2022
3/22/2022		EXAM 2 CH 7-12	
3/24/2022		TEAM MEET	
3/29/2022	13	FINDING, EVALUATING, & PROCESSING INFORMATION	
3/31/2022	14	PLANNING REPORTS & PROPOSALS	
3/28/2022		LAST DAY TO DROP WITH A "W"	
4/5/2022	15	WRITING & COMPLETING REPORTS & PROPOSALS	
4/7/2022		EXAM 3 CH 13-15	
4/12/2022	16	DEVELOPING PRESENTATIONS IN A SOCIAL MEDIA ENVIRONMENT	
4/14/2022	17	ENHANCING PRESENTATIONS WITH SLIDES & OTHER VISUALS	
4/19/2022	18	BUILDING CAREERS & WRITING RESUMES	
4/21/2022	19	APPLYING & INTERVIEWING FOR EMPLOYMENT	
4/26/2022		PRESENTATIONS	
5/4/2022		EXAM 4 8:00-10:00	
5/6/2022		SPRING COMMENCEMENT	

