

**SUL ROSS STATE UNIVERSITY
COURSE SYLLABUS
MGTA 3322
MANAGEMENT COMMUNICATIONS
FALL 2024
ONLINE ONLY**

INSTRUCTOR: Clark Nussbaum
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 Times by Appointment
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COURSE DESCRIPTION: The application of communication models and principals within organizations including leadership, coordination, control, and teams.

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.

• **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

TEXT:

***Business Communication (Developing Leaders for a Networked World) Peter W. Cardon 5th edition
ISBN 9781266678684***

GRADE: The grade for this course will be:

Attendance	100
Presentation	100
Writing Assignments	400
3 Exams	300
FINAL EXAM	<u>100</u>
	1000

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

ATTENDANCE: The attendance policy as outlined in the Sul Ross catalog will be followed.

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.

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.

ADA Statement

SRSU Accessibility Services. Sul Ross State University (SRSU) is committed to equal access in compliance with the Americans with Disabilities Act of 1973. It is SRSU policy to provide reasonable accommodations to students with documented disabilities. It is the student's responsibility to initiate a request each semester for each class. Students seeking accessibility/accommodations services must contact Mrs. Mary Schwartz Grisham, LPC, SRSU's Accessibility Services Director or Ronnie Harris, LPC, Counselor, at 432-837-8203 or email mschwartz@sulross.edu or ronnie.harris@sulross.edu. RGC students can also contact Alejandra Valdez, at 830-758-5006 or email alejandra.valdez@sulross.edu. Our office is located on the first floor of Ferguson Hall, room 112, and our mailing address is P.O. Box C122, Sul Ross State University, Alpine. Texas, 79832.

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).

SRSU Distance Education Statement

Students enrolled in distance education courses have equal access to the university's academic support services, such as library resources, 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 a secure login. 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. Directions for filing a student complaint are located in the student handbook.

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.

COURSE COVERAGE

Please see attached spreadsheet with class schedule and assignments.

DATES	Chapter	Topic	Writing Assignments
		Introduction	
	1	Establishing Credibility	PG 19 1.1 A-E
	2	Interpersonal Communication & Emotional Intelligence	PG 64 2.3 A-D
	3	Team Communication & Difficult Conversations	PG 106 3.1 A
	4	Inclusion in a Diverse Workplace	PG 134 4.4
	5	Global Communication	PG 164 5.2 A&B
9/21		EXAM 1 CH 1-5	
	6	Creating Effective Business Messages	PG 195 6.3
	7	Improving Readability with Style & Design	PG 223 7.4
	8	Email & Other Traditional Tools for Business Communication	PG 254 8.2 A-D
	9	Collaboration Tools & Social Media for Business Communication	PG 286 9.10 A-C
10/19		EXAM 2 CH 6-9	
	10	Routine Business Messages	PG 312 10.2 A-C
	11	Persuasive Messages	

	12	Bad-News Messages	
11/2		EXAM 3 CH 10-12	
	13	Research & Planning for Business Proposals & Reports	
11/8		LAST DAY TO DROP WITH A "W"	
	14	Completing Business Proposals & Business Reports	
	15	Planning Presentations	
	16	Delivering Presentations	
	17	Employment Communications	
12/4		PRESENTATIONS	
12/6		EXAM 4 CH 13-17	
12/13		COMMENCEMENT	