

Management Communication

Course syllabus

Class Hours: Spring 2015, Monday Class 7-8 and Thursday Class 9-10

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Course Objectives: Communication is an applied art, not a science. Thus while the course aims to introduce aspects of communication theory relevant to managerial work, its major goal is to give you opportunities to practice your communication skills and to receive feedback from peers and the instructor in a candid but supportive atmosphere. Assignments will ask you to analyze communication situations, identify the different viewpoints of the parties involved, develop cogent arguments based on the available data, and generate communications with an effective structure, style, and tone. The course also aims to encourage an understanding of managerial communication as a two-way process designed to establish and maintain a common understanding so that organizational goals can be achieved.

Requirements and Grading: All assignments must be turned in for satisfactory completion of the course. Your performance in the course will be evaluated as follows:

Attendance:	5%
Participation: exercises, contributions to discussion, role-plays, peer editing	15%
Group Project	15%
Individual Assignment 1,2,3,4	40%
Final exam	25%

Grading Details

Attendance

Please plan on attending every class since a good part of the work that goes on will occur during class time. Random attendance check will be performed 5 times during the semester (1 point each). Students with more than 5 absences will fail the class.

Participation

Students should come to class well prepared, having read the material assigned. They are encouraged to ask their questions, make comments, and participate in class

discussions. Students who are late or absent are not properly participating in our class, regardless of how involved they may be when present. An effective participant:

- Is a good listener
- Makes points relevant to the ongoing discussion
- Makes comments that add to our understanding of the reading or article
- Is willing to challenge ideas that are being expressed
- Integrates material from past classes, other courses

For students who don't feel confident in their English abilities: I would appreciate your making the effort to participate in class discussions. However, if speaking up in class is difficult for you, thoughtful questions and commentary submitted via email can also contribute to your class participation score.

Assignments

Written assignments are due as indicated on the assignment sheets, and you should use standard business formats. Please proofread as spelling, grammar, and punctuation will figure into your final grade. To guard against losses or recording errors, keep copies of the papers you turn in and retain all graded assignments that are returned to you throughout the semester (more on this below as well).

All papers must be handed in on time. Late assignments may be accepted one class period after the assigned due date with the instructor's prior permission. Late assignments may be penalized. No paper will be accepted more than one week after the due date.

Final Exam: Individual Writing Exam

It is an open-book exam. You will be asked to complete an individual writing assignment and the topic of the assignment is based on the areas covered in class. More details will be provided during the course.

Final project (Team Presentation)

The project will be completed in teams. The team project requires you to prepare a 10-minute talk with visual aids to a managerial audience. A Strategy Communication Planning Process will be used to determine the purpose, audience(s), strategy, organization, media, aids, and criteria for professional communication and its evaluation.

Choose a specific business audience and context requiring you to persuade someone to do something. You may base the presentation on material in one of your other courses, on a paper or research project you have done, or on your own experience. (Some examples are given below.) Because you will want other students in your session to ask appropriate questions, choose a topic they are likely to be familiar with or can understand easily. If you have any doubts about your topic, discuss it with your

instructor or TA before you develop the talk.

Time limitations will be strictly adhered to. These presentations should be thorough, informative and original. Evaluation of oral presentations will also consider originality, style, professionalism and clarity of the presentation. At the time of your presentation, give your instructor or TA *in writing* a brief description of your situation (including the subject, the audience, the context, and your credibility). You will also describe the audience and context orally before you begin your presentation. Also, bring a paper copy of your slides. They can be in handout mode (no more than 6 slides/page, please) and do **not** have to be in color.

Here are some sample topics to give you ideas:

- Your company wants to expand internationally and is debating between entering one of two countries. Argue for one country or the other.
- You have been asked to do recruiting for your company. Create a presentation that you could bring to a business school to entice seniors to interview with you.
- Management is debating dropping one of the product lines your company manufactures. Argue for or against this strategy.
- Management is debating merging with another company. You have researched the company that is the target of the potential merger. Describe that organization's "company culture," and why it is or is not compatible with your own.
- There is a position open in your division. There are two candidates for the position. Make an argument for one of them.

Structure and methods: The course has two phases. Phase I concentrates on general concepts and techniques of effective oral and written communication in organizations. We will discuss these elements in class and apply them in exercises and writing assignments based on short cases. Phase II of the course focuses on common communication problems in contemporary business. We will discuss guidelines for dealing with them effectively and apply the guidelines to specific cases.

This course is designed as an experiential-learning workshop course. Thus, your active participation is imperative. Students will play a significant role in this active-learning process. Experiential learning is accomplished by use of cases, writing and speaking exercises, problem-solving activities, simulations, role-plays and group exercises. All students are encouraged to contribute their own knowledge and experience during the course. The quality of the discussion in each class will be a direct result of the extent to which you all come to the meetings prepared to discuss the various topics. **It is imperative that you read the weekly reading assignment before each class session.**

Text:

Michael Hattersley and Linda McJannet, **Management Communication: Principles and**

Practice, New York: McGraw-Hill, 2008.

Kitty Locker and Donna Kienzler, **Business and Administrative communication**, New York: McGraw-Hill, 2013.

Supplementary Readings: To be handed out in class.

Course Plan

<u>Module:</u>	<u>TOPICS:</u>	<u>Readings</u>	<u>Assignment</u>
1 Mar. 9	Course overview, meet classmates, case Preparation		Baseline Evaluation
2 Mar. 12	The Principles of Strategic Communication	HCh.1 Case 4.1 Smith Financial Corporation	
3 Mar. 16	Audience Analysis	HCh. 3, Case: Weymouth Steel Corporation	
4 Mar. 19	Structure and Content	HCh. 5-6, Case: McGregor's Ltd. Department Store	Assign 1
5 Mar. 23	Context and Media	HCh7, Case: Wangshi	
6 Mar. 26	Style and Tone	HCh.8, Case: Vanrex	
7 Mar. 30	Workshop 1		Mid-term evaluation
8 Apr. 2	Team Communication	KCh.8	Assign 2
9 Apr. 6	Listening and Giving Feedbacks	HCh.1	
10 Apr. 9	Oral Presentation	KCh.19	
11Apr. 13	Proposal and Report	KCh.15	Assign 3
12 Apr. 16	Career Communication (1)	KCh.12,13	
13 Apr. 20	Career Communication (2)	KCh.14	Assign 4
14 Apr. 23	Workshop 2		
15 Apr. 27	Group presentation (1)		
16 Apr. 30	Group presentation (2)		Final evaluation