

# MGT3201.2 Business Communication

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## Code

MGT3201.2

## Title

Business Communication

## Credits

2

## Description

This class introduces the principles of communication in organizations. The most common organizational communication variables are reviewed; e.g. communication distortion, conflict, power, managerial leadership style, roles, interviewing, and information overload and underload. The emphasis is placed on the application of the principles reviewed to the organizational setting. Simulations, exercises, and case studies are used to give the course material strong practical relevance.

## Objectives

This course is designed to introduce students to fundamental principles of business communication, which is an essential skill to master before entering the workforce. Through different exercises and assignments students will have an opportunity to develop and practice their communication skills, while learning how business communication is different from social and personal communication. Students will learn how to deliver effective oral presentations and write persuasive messages, address negative messages and compile reports, preparing to launch a professional career.

## Outcomes

Upon successful completion of this course, students will be able to: • Understand and demonstrate writing and speaking processes through organization, drafting, revision, editing, and presentation. • Understand the importance of specifying audience wants and needs for successful communication.

## Assessment

60 % -first and second assessments

40 % -final assessment

## Tentative course outline

### Week1

Introduction. Effective Business Communication Organizational Communication Communicating in Teams Ch. 1 (Bovee) L-drive: Ch.1-3 Organizational Communication

### Week3

Developing Management Skills: Building Relationship by Communicating Supportively. Communication Ethics. Case discussion "Excel Ind." HW # 1 and 2 L-drive: Ch.4. Comm. Supportively Ch.3 (O'Rourke)

### Week4

Writing positive messages Writing negative messages Communication Strategy. Case Discussion "Spartan Industries" HW # 3 and 4 Writing business messages Ch. 6 (O'Rourke) Ch. 14 (Bovee) Ch. 5 (Munter)

### Week5

The Art of Persuasion Case Discussion "The United States Olympic Committee" HW # 5 and 6 Speaking: Verbal Structure Ch. 1 (Munter) Ch.12 (O'Rourke) Ch. 5, 6 (Bovee)

### Week6

Case Discussion "Oak Brook Medical System" Non-verbal Communication HW # 7 and 8 1-st Midterm exam Ch. 8 (Bovee) Ch. 9 (Bovee) Ch. 10 (Bovee) Ch. 10 (O'Rourke, pp.276-290)

### Week7

Study break

### Week8

Intercultural Communication HW # 9 and 10 Ch. 7 (Bovee) Ch. 2 (Bovee) Ch. 2 (O'Rourke)

### Week9

Writing persuasive messages Ch. 15, 16 (Bovee) Ch. 1 (Munter)

### Week10

Managing Conflicts Second Midterm

### Week11

Writing CV and cover letters Ch.12 (O'Rourke, pp.322-339)

### Week12

Job interviewing process Strategic Communication 2-d midterm exam Ch. 15 (Bovee)

**Week13**

Conducting Business Meetings: Developing Managerial Skills Movie analysis ("Devil wears Prada") Ch. 10 (O'Rourke, pp.276-290)

**Week14**

Final project presentations

**Week15**

Final