

DONGGUAN UNIVERSITY OF TECHNOLOGY

School of Economics and Management

Course Syllabus

Spring 2019

Course Information

Course Code	21550071
Course Title	Management Communication
Instructor	Congcong Yang
Class	2016 Economics and Finance (Financial Management International Program), 2017 Economics and Finance (Financial Management Industry-University International Program)
Course Category	☐ Compulsory ☒ Elective
Credit(s)	2
Total Hours	36
Hours Per Week	2
Practical Hours	0
Lab Practice Hours	0
Classroom	3406 Guancheng Campus
Time	Monday, 14:30-16:10
Office Hour	Monday 14:00-14:30; 16:10-16:30; By Appt.
Required Textbook	James S.O' Rourke, IV. (2010). <i>Management Communication</i> . 4th edition. (Copy version, China Renmin University Press, 2018)
Supplementary Materials	1. Arthur H. Bell, Dayle M. Smith. (2010). <i>Management Communication</i> . 3th edition. Wiley, Paperback ISBN-978-0-470-08445-8 2. Michael E. Hattersley , Linda M McJannet (2008). <i>Management Communication: Principles and Practice</i> . 3th edition. McGraw-Hill Education ISBN-13: 978-0073525051
Prerequisites	Principles of Management
Course website	None

Assessment and Grading

Your grade in this course will be based on your performance as evaluated by your instructor. Your performance will be evaluated from four aspects: attendance, class participation, individual assignments, and final group project. The detailed grading is as following:

	Standard	Notes
Attendance, 10%	The class attendance will be checked five times. If you absent, your grade will be taken four points each time.	You will be in the danger of failing the course if you exceed four absences.
Participate in Class, 15%	If you participate in class discussion and answer questions, you will get 2 points each time. You can also get points by attending speech contest, sharing cases, videos and jokes.	The points can be accumulated up to 40. You cannot get any points if you don't participate in any class activities.
Individual Assignments, 25%	• Baseline Self-evaluation Memo • Final Self-Evaluation Memo • Writing exercise	Individual assignments should submit in time. The submission date will be announced in class.
Final Group Project, 50%	The final group project consist of two parts: presentation (25%) and report (25%).	

Course Description

Management Communication is designed to strengthen students' communications skills in the context of managerial communication. Specifically, the course help students think strategically about communication and aid them in improving written, oral and non-verbal communication skills as a future manager. Topics include writing and research skills, listening and feedback skills, nonverbal communication, meetings, cross-cultural communication and giving formal presentations.

Course Objectives

Good communication is one of the keys to a successful career no matter what field you choose. In addition, many different skills contribute to a professional's capacity to communicate well. The successful student who completes this course will learn to:

- ◆ Formulate an effective communication strategy for any message, in any medium, and in any situation
- ◆ Write clearly, concisely, and convincingly about management issues using Memoranda, Formal Letters, E-Mails, Short Reports
- ◆ Create impressive presentations that are delivered with confidence and poise
- ◆ Listen for understanding
- ◆ Give and receive feedback that will improve yours and others' communication
- ◆ Understand nonverbal communication and use it in a correct way
- ◆ Organize business meetings effectively

Please note that improving communication is a continuous process of learning, doing, evaluating, and doing again. It is a process that we hope will continue for you even after you complete this course. Never stop learning and practicing.

Course Expectations

In short, here is what I expect of you in the course:

- To attend each class period and arrive on time. Missing class without any excuses may jeopardize your grade.
- To read the assigned readings of each class period. To keep up with the flow of the course, students are strongly recommended preparing lessons before class and reviewing after class.
- To participate fully and actively in our classroom discussions, writing exercise, and peer review. Participation in class discussion and exercises is an important part of the learning in this course. Quality of participation doesn't necessarily mean brilliant insight and elegant expression; it means relevant comments that sustain and enhance the discussion. Thus, we expect full and active participation by all students in our classroom discussions and critique, and this is assessed as part of your grade.
- To complete all of the assignments described in the syllabus and to submit them on the specified dates. Here are no automatic extensions or make-ups. Students will be graded down for failing to meet deadlines. If student believe he/she cannot meet his/her responsibilities in the course, contact the instructor well in advance of deadlines.

Course Schedule

Week/Date	Topic	Required Reading and Assignments
1/Feb. 25	Course Introduction: the outline of Management Communication	Chapter 1,p1-p11
2/Mar. 4	Management Communication in Transition	Chapter 2,p24-p35
3/Mar. 11	Communication and Strategy	Baseline Self-evaluation Memo
4/Mar. 18	Speaking	Chapter 4, p96-p115
5/Mar. 25	Speaking (cont.)	Speaking Contest Preparation
6/Apr. 1	Speaking (cont.)	
7/Apr. 8	Writing	Chapter 5, P121-P139
8/Apr. 15	Writing(cont.)	Writing Exercise
9/Apr. 22	Writing(cont.)	Chapter 8,p224-p239
10/Apr. 29	Listening and Feedback	Effective Listening Exercise
11/May 6	Listening and Feedback(cont.)	
12/May 13	Nonverbal Communication	Chapter 9, p256-p270
13/May 20	Nonverbal Communication(cont.)	
14/May 27	Nonverbal Communication(cont.)	
15/Jun. 3	Business Meetings That Work	Chapter 12, p324-p337
16/Jun. 10	Business Meetings That Work(cont.)	Final Self-Evaluation Memo
17/Jun. 17	Cross-cultural communication	Group Presentation Preparation
18/Jun. 24	Group Project Demonstration	
Total	36 hours	
Date: 2019.3.5 Approved Reviewed by Bitao Shi Signature BITAO SHI Director of Department of International Business and Management		

