

TEACHING PLAN FOR

- **MANAGEMENT
COMMUNICATION**

1. Basic description

Name of the course: Management Communication

Academic year: 2010-2011

Year: 2nd

Term: 1st

Degree / Course: Bachelor's Degree in International Business and Marketing

Code: 42102

Number of credits: 4

Total number of hours committed: 100

Teaching language: English

Lecturer: Andy Coles

Timetable:

GROUP 1:	Monday:	18:15 – 19:15
	Tuesday:	16:15 – 17:15
	Friday:	14:35 – 15:30 / 15:35 – 16:30 / 16:35 – 17:30
GROUP 2:	Monday:	16:15 – 17:15
	Tuesday:	18:15 – 19:15
	Friday:	18:05 – 19:00 / 19:05 – 20:00 / 20:05 – 21:00

2. Presentation of the course

'Management Communication' is an obligatory 4 credit subject situated in the 1st trimester of the 2nd year of the International Business and Marketing Degree. The course of study aims to develop the basic aspects of communication already acquired in Year 1 and contextualise them within a working business environment.

The subject's primary objective is to equip the student with the basic skills required for successful oral and written communication within an English speaking business environment. In achieving this goal, the student will discover and integrate the many aspects of 'Management Communication' covered over the duration of the course.

The course demands considerable reading and comprehension prior to the lecture classes, a fundamental pre requisite of the course and imperative for fully comprehending the lecture classes. In addition to this information, in the

weekly seminars, practical activities will reinforce the competences to be achieved.

3. Competences to be achieved in the course

General competences	Specific competences
<p style="text-align: center;">Instrumental competences</p> <p>G.I.1. Ability to search, analyse, assess and summarise information. G.I.2. Ability to relate concepts and knowledge from different areas. G.I.3. Ability to organise and plan. G.I.6. Ability to develop, present and defend arguments.</p> <p style="text-align: center;">General personal competences</p> <p>G.P.1. Ability to adapt, lead and work in a group that is multicultural, interdisciplinary, competitive, changing and complex in nature. G.P.2. Ability to manage behaviour and emotions. G.P.3. Moral commitment and ethical sense. G.P.4. Critical attitude.</p> <p style="text-align: center;">Generic systemic competences</p> <p>G.S.3. Ability to think globally.</p> <p style="text-align: center;">Competences for applicability</p> <p>G.A.1. Ability to apply acquired knowledge and skills. G.A.3. Ability to search and exploit new information sources.</p>	<p style="text-align: center;">Professional competences</p> <p>E.P.13. Improvement of communication and negotiation skills, both oral and written. E.P.14. Ability to adapt different negotiation techniques to the other stakeholders and to set a clear communication and negotiation objectives. E.P.15 Acquire the ability to express ideas and emotions orally and in a written form, use an organised approach and strategically plan behaviour. E.P.16 Adapt the communication style to different audiences, understand cultural differences in communication and convey multicultural abilities. E.P.17. Ability to express and understand spoken and written communication in English at an advanced level in the international business environment.</p>

The above competences interrelate with the basic competences set out in Royal Decree 1393/2007, namely:

- a. competence to **comprehend knowledge, on the basis of general secondary education**
- b. competence to **apply knowledge** to day-to-day work in international management or marketing, in particular, ability to develop and defend arguments and to solve problems

- c. competence to **gather and interpret** relevant **data**, enabling the development of critical judgements on the economic and social reality
- d. competence to **communicate and transmit information** (ideas, problems, solutions) to a specialised and non-specialised public
- e. competence to **develop learning activities** in a relatively autonomous manner.

In order to establish a correspondence between the basic competences and those developed in the degree, these are grouped according to two criteria. Thus, the competences developed in the subject are structured into those that are seen as a development or specification of basic competences and those that define the professional profile of the graduate, with respect to general and specific competences.

Basic competence: **understanding of knowledge**

General competences G.I.3.

Basic competence: **application of knowledge**

General competences G.I.2, G.S.3

Basic competence: **gather and interpret data**

General competences G.I.1, G.A.3

Basic competence: **communicate and transmit information**

General competences G.I.6

Specific competences E.P.13, E.P.15, E.P.16, E.P.17

Basic competence: **develop learning activities**

General competences G.I.3, G.P.4

Competences that define the professional profile which are not included under basic competences

In general, these competences combine the following key elements for professionalising students in the area of international business and marketing:

- provide students with the capacity to adapt to dynamic teams and environments

- provide students with the capacity to create their own integral vision of the operation of a business or international marketing project
- provide students with the capacity to take complex decisions and carry out negotiation processes

General competences G.P.1, G.P.2, G.A.1

Specific competences E.P.14

Own competences of the subject

The ability to give effective presentations in English. Development of a company's communication plans.

4. Contents

The course develops core aspects of the study of communication and fits them into a business environment where culture and gender play an important role. Register plays a key role and acts as the backbone to all aspects of management communication skills.

- INTRODUCTION
- ORAL PRESENTATION SKILLS
- WRITTEN COMMUNICATION
- THE IMPORTANCE OF REGISTER IN A BUSINESS CONTEXT
- PERSUASIVE COMMUNICATION
- INTERCULTURAL MANAGEMENT
- GENDER COMMUNICATION
- INTERNAL/EXTERNAL CORPORATE COMMUNICATION

5. Assessment

The final grading of the course shall be based around several activities of continuous assessment and a final exam which combined, will evaluate the level attained of the different obligatory competences to be achieved. Attendance of the final exam is compulsory and failure to attend the final exam will result in a grade of NON ATTENDANCE;

Assessment Description	Time period	Type of assessment		Assessment agent			Type of activity	Grouping		Weight (%)
		Comp	Opt	Lecturer	Self-assess	Co-assess		Indiv	Group (#)	
PREPARATION OF A 5 MIN SELF PRESENTATION IN FRONT OF OTHER CLASS MEMBERS	WEEK 2/4 DURING THE SEMINAR CLASSES	X		X				X		25%
ANSWERING AND PREPARING DISCUSSION QUESTIONS & SCENARIOS	AT THE BEGINNING OF EACH SEMINAR CLASS	X		X					X	15%
CASE STUDY ON REGISTER	WEEK 5	X		X					X	10%
CRITIQUE OF CASE STUDY ON REGISTER	WEEK 6	X		X					X	
TEST	WEEK 9	X		X				X		10%
FINAL EXAM	EXAM WEEK	X		X				X		40%

GENERAL COMPETENCES	G.I.1	G.I.2	G.I.3	G.I.6	G.P.1	G.P.2	G.P.3	G.P.4	G.S.3	G.A1	G.A.3
SELF PRESENTATION SKILLS	X		X	X							
ANSWERING AND PREPARING DISCUSSION QUESTIONS & SCENARIOS											
CASE STUDY ON REGISTER	X	X	X	X	X			X	X	X	X
CRITIQUE OF CASE STUDY ON REGISTER		X				X	X	X	X	X	X
TEST	X	X	X	X					X		X
FINAL EXAM	X	X	X	X	X	X	X	X	X	X	X

SPECIFIC COMPETENCES	E.P.13	E.P.14	E.P.15	E.P.16	E.P.17
SELF PRESENTATION SKILLS	X	X	X		
ANSWERING AND PREPARING DISCUSSION QUESTIONS & SCENARIOS			X	X	
CASE STUDY ON REGISTER		X	X	X	X
CRITIQUE OF CASE STUDY ON REGISTER		X	X	X	X
TEST	X	X	X	X	X
FINAL EXAM	X	X	X	X	X

Final Exam Re-Sits:

CONTINUOUS ASSESSMENT ELEMENTS FROM COURSE **30%**
FINAL EXAM RESIT **70%**

It is compulsory to sit the final exam in order to obtain a qualitative grade for the course. A minimum grade of 4 must be achieved in the final exam (including re-sit) and an overall minimum grade of 5 must be achieved in order to pass.

Minimum requirement for CONTINUOUS ASSESSMENT evaluation (Regular and September evaluation):

Students must achieve a minimum overall average grade of 4 for the following modes of continuous assessment:

- Self Presentation
- Preparation and Response of Discussion Questions
- Case Study Preparation and Response.

Failure to achieve an overall average of 4 in the continuous assessment elements will mean failure to reach the required pass grade for the course.

6. Bibliography and teaching resources

It is strongly recommended that students purchase the course book. It is available at www.amazon.com and details can be found below.

Use of the course book will be of paramount importance from week 3 onwards.

- Basic bibliography

Management Communication (3rd Edition)
Arthur. H. Bell PhD & Dayle. M .Smith PhD
ISBN 978-0-470-08445-8

- Teaching resources online and PP presentation slides at the AULA ESCI

7. Methodology

Lecture Classes

In accordance with the programming established in section 8, students must use the schedule as a study guide. Information is clearly given for study to be performed before the lecture class and also the work to be carried out post lecture.

Seminar Classes

Students within a seminar group will be asked to form sub-groups of 4 to 5 members. A series of programmed activities detailed in section 8 will be covered during the seminar group session, both of individual and group nature.

Problems and exercises, namely the preparation of discussion topics, must be resolved and handed in on an individual basis. These issues will be covered at the beginning of the corresponding seminar class.

8. Scheduling activities

1) Allocation of hours between theory and practical lessons (based on the number of credits in the curriculum):

- In 4 ECTS subjects, 2 h of lecture and 1 h of seminar (beginning in the second week of class)

2) Scheduling activities under the curriculum, from:

- In the classroom: Lecture classes, Seminars, Face-to-face tutorials
- Outside the classroom: Group work, Individual work (reports, exercises...), Independent study

Week	Activity in the classroom	Activity outside the classroom	Out of class study hours	In class hours (given in mins)	Total study hours
	Grouping/type of activity	Grouping/type of activity			
Week 1	1) GENERAL COURSE INTRODUCTION 2) COMMUNICATION ARCHITECTURE FOR PROFESSIONAL SUCCESS		0	120	
Week 2	1: ORAL PRESENTATIONS (PAGES 103-114) 2: 3 X SITUATIONS FOR BUSINESS RELATED SPEAKING (PAGES 117-124)	1) BEFORE - READ, DIGEST AND COMPREHEND PAGES 103 TO 114 (2 HOURS) AFTER - COMPILE OWN NOTES BASED AROUND SLIDES AND DIGEST THE INFORMATION GIVEN (1 HOUR) 2) BEFORE - READ, DIGEST AND COMPREHEND PAGES 117 TO 124 (2 HOURS) AFTER - COMPILE OWN NOTES BASED AROUND SLIDES AND DIGEST THE INFORMATION GIVEN (1 HOUR)	6	120	
SEMINAR 1	SELF PRESENTATION IN A BUSINESS CONTEXT	BEFORE - PREPARE A 5 MIN PRESENTATION 1 HOUR	1	55	
Week 3	1) OVERCOMING PUBLIC SPEAKING ISSUES 2) WRITTEN COMMUNICATION CLASS 1	1) BEFORE - OVERCOMING PUBLIC SPEAKING ISSUES: READ DIGEST AND COMPREHEND PAGES 128-141 (2 HOURS) AFTER - PREPARE 12 X QUESTIONS FOR DISCUSSION - PAGE 142 (1 HOUR) 2) BEFORE - READ DIGEST AND COMPREHEND PAGES 72 TO 87 (2 HOURS)	5	120	
SEMINAR 2	SELF PRESENTATION IN A BUSINESS CONTEXT	BEFORE - PREPARE A 5 MIN PRESENTATION (1 HOUR)	1	55	
Week 4	1) WRITTEN COMMUNICATION CLASS 2 2) WRITTEN COMMUNICATION CLASS 3	1) BEFORE - READ DIGEST AND COMPREHEND PAGES 94-99 (2 HOUR) AFTER - PREPARE 14 X QUESTIONS FOR DISCUSSION - PAGE 99-100 (2HOURS) 2) AFTER - DIGEST UNDERSTAND AND ENSURE FULL ANSWERS TO THE EXERCISES COVERED IN THE LAST CLASS ON WRITTEN COMMUNICATION - PAGE 100-101 (1 HOUR)	5	120	
SEMINAR 3	FORMAL AND INFORMAL WRITTEN EXERCISES	PREPARE WEB ASSIGNMENT - MODEL BUSINESS LETTERS 189-190 AND GO THROUGH/ PREPARE A ROLE PLAY OF A PRACTICAL COMMUNICATION DILEMMA PAGE 190.	1	55	
Week 5	1) REGISTER CLASS 1 - FROM SOCIOLINGUISTIC POINT OF VIEW 2) REGISTER CLASS 2 - FORMAT AND TECHNIQUES OF LETTER WRITING	1) BEFORE - READING - TO BE DETERMINED 1(HOUR) CLASS TO CONSIST OF GROUP ACTIVITY. AFTER - SOCIOLINGUISTIC EXERCISE ON REGISTER TO BE DETERMINED (1 HOUR) 2) BEFORE - READ DIGEST AND COMPREHEND PAGES 163 - 187 ON FORMAT AND TECHNIQUES FOR BUSINESS LETTER WRITING (2 HOURS) AFTER - PREPARE THE 14 QUESTIONS FOR DISCUSSION ON PAGES 187-188 (2 HOURS)	5	120	
SEMINAR 4	CRITIQUE AND EVALUATION OF FORMAL AND INFORMAL WRITTEN EXERCISES		1	55	

Week 6	1) REGISTER CLASS 3 2) GENDER COMMUNICATION CLASS 1	1) PROBLEMS WITH REGISTER IN ORAL PRESENTATIONS - TO BE DETERMINED. 2) BEFORE –READ DIGEST AND COMPREHEND PAGES 488- 498 ON GENDER COMMUNICATION (1 HOUR) AFTER – PREPARE QUESTIONS FOR DISCUSSION ON PAGES 497-498 (1 HOUR)	2	120
SEMINAR 5	CASE STUDY GROUP SEMINAR	CASE STUDY ON REGISTER - ARGOS EUROPA	3	55
Week 7 .	1)PERSUSASIVE COMMUNICATION 2) COMMUNICATION FOR INTERCULTURAL MANAGEMENT CLASS 1	1) 1) BEFORE –READ DIGEST AND COMPREHEND PAGES 226-246 ON PERSUASIVE COMMUNICATION (2 HOURS) AFTER – PREPARE 12 QUESTIONS FOR DISCUSSION ON PAGE 246 (2 HOURS) 2) BEFORE –READ DIGEST AND COMPREHEND PAGES 509-527 ON COMMUNICATION FOR INTERCULTURAL MANAGEMENT AFTER – (2 HOURS) PREPARE 13 QUESTIONS FOR DISCUSSION ON PAGES 527-528 (2 HOURS)		
SEMINAR 6	CASE STUDY GROUP SEMINAR	CRITIQUE AND ANALYSIS OF CASE STUDY - ARGOS EUROPA	8	120
Week 8	1) COMMUNICATION FOR INTERCULTURAL MANAGEMENT CLASS 2 2) THE CARRER SEARCH - WRITING YOUR APPLICATION LETTER AND RESUMÉ	1) PREPARE EXERCISES FROM PAGE 528 (5-8) FOR DISCUSSION IN CLASS. 2)BEFORE - READ DIGEST AND COMPREHEND PADGES 393-415 ON APPLICATION LETTERS AND RESUMÉS. AFTER - PREPARE YOUR OWN APPLICATION LETTER AND RESUMÉ FOR HANDING IN.	2	55
SEMINAR 7	ROLE PLAY GROUP WORK	ROLE PLAY WORKSHOP - THE BAD PRESENTATION	8	120
Week 9	1) GENDER COMMUNICATION CLASS 1 2) GENDER COMMUNICATION CLASS 2	1) 1) BEFORE –READ DIGEST AND COMPREHEND PAGES 448-498– PREPARE 8 QUESTIONS FOR DISCUSSION ON PAGE 497 (3 HOURS) 2) PREPARE SECOND PART OF WEB ASSIGNMENT - WEB SEARCH ON GENDER COMM DIFFERCENCES TO DISCUSS IN CLASS (2 HOURS) REVIEW AND DISCUSSION CLASS - VIDEO MEDIA CLIPS FROM GENDER COMMUNICATION ISSUES - THE OFFICE?	2	55
SEMINAR 8	SHORT TEST	TEST - INCLUDING ORAL + WRITTEN SHORT PRESENTATIONS TECHNIQUES	5	120
Week 10	1) INTERNAL COMMUNICATION / EXTERNAL COMMUNICATION WITHIN THE BUSINESS ENVIRONMENT 2) WHAT HAVE WE SEEN SO FAR?	1) READ AND PREPARE CASES FOR DISCUSSION: (CASE STUDY ON INTERNAL & EXTERNAL COMMUNICATION TO BE DTERMINED) (2 HOURS EACH - 4HOURS) PREPARE QUESTIONS FOR DISCUSSION - QUESTIONS TO BE DETERMINED (2 HOURS)	2	55
SEMINAR 9	CASE STUDY GROUP SEMINAR	Internal / External communication problems.	6	120
Week final exams	FINAL EXAM	REVISION FOR FINAL EXAM FROM STUDY GUIDE	1	55
			6	120
Total in hours			70	30,25
				1815
				1885
				100,25