

# IQRA UNIVERSITY-GULSHAN CAMPUS

## MANAGERIAL COMMUNICATION

### Student Guide

#### GENERAL INFORMATION

Course Code: 0443

Course Facilitator: H. C. Simon

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Office Hours: 3:00 - 9:30 pm (Mon – Fri), 8:30 am - 5:00pm (Sat)

Class Time: Tue 18:30 -21:30 (SR2)

Course Duration: 16 Weeks

#### TEXTS AND MATERIALS

1. Bovee, C. L., Thill, J. V., [2008] Business Communication Today [9th Edition] Upper Saddle River, New Jersey: Prentice Hall
2. McLean, S., [2010] Business Communication for Success. Arizona: Flat World Knowledge Publishers. ISBN: 0-9823618-5-8. Full book available free online at the following link: <http://www.flatworldknowledge.com/pub/business-communication-success/70065#web-70065>

#### COURSE OVERVIEW

This course introduces students to the foundations of communication in a business setting and is designed to develop the application of written, oral and interpersonal communication theory in the business management environment. Based on an overview of relevant theory students are challenged to creatively analyze various communication dilemmas in organizations and develop sincere, ethical approaches to upward, lateral and downward communication in organizations. Areas of emphasis include the role of communication in contemporary organizations, considerations of message production and reception, communicating change and intercultural communication. A substantial degree of competency in spoken and written English is assumed as a good portion of this course relies on informed class discussion, and in-class presentations, critiques for which *weekly student preparation is essential*.

## LEARNING OUTCOMES

At the conclusion of this course students will be able to:

- Demonstrate knowledge of communication theory, particularly as it relates to the understanding of managerial communication processes and challenges in the workplace.
- Critically analyze the effectiveness of communication in selected organizations, including their own place of employment.
- Identify the impact of diversity and culture in business communication and suggest strategies for multicultural understanding.
- Conceptualize the importance of communication to leadership development.
- Exhibit familiarity with selected current issues in their chosen field, particularly as they relate to managerial communication in an organization.

## TOPICAL OUTLINE

### Week 1 Introduction : Managerial Communication

- PPT: Overview of Issues pertinent to Managerial Communication  
<http://www.personal.kent.edu/~mhogue/PM11.ppt>
- Managerial Communication: Approaches and Models  
[http://mpr.aub.uni-muenchen.de/7172/1/MPRA\\_paper\\_7172.pdf](http://mpr.aub.uni-muenchen.de/7172/1/MPRA_paper_7172.pdf)

#### *Suggested Reading:*

Check the links provided above.

### Week 2 Internal Communication

- Organizational Structure and Design
- Internal Communication: The Neglected Strategy  
<http://score-tvc.org/FAQ/Internal%20Communication%20Strategy.pdf>
- Trends in Internal Communications: Steering Dialogue through Change, Crises and Everyday Workflow  
[http://www.internal-communication.eu/\\_files/brochure.pdf](http://www.internal-communication.eu/_files/brochure.pdf)
- Internal Communication: Toolkit  
<http://www.aswat.com/files/CIVICUS%20-%20Internal%20Communication.pdf>
- Examples of Internal Communication Approaches
- PPT: Communication

#### *Suggested Reading:*

Check the links provided above.

### Week 3 Sociometry

- Introduction to Sociometry (International Encyclopedia Of The Social Sciences, 2nd Edition)
- Sociometry in Team and Organization Development  
(Jones, D. *British Journal of Psychodrama and Sociodrama* Vol 16, No 1, 2001)  
<http://grouptalkweb.org/socioart/socioteamdev.pdf>
- PPT: Group Structure Social Structure and Sociometry  
(Seibold, D., University of California, Santa Barbara)  
<http://www.google.co.uk/search?hl=en&q=Sociometry+ppt&meta=>

#### *Suggested Reading:*

Check the links provided above.

### Week 4 Effective Communication

- Effective Communication: An Introduction  
(Unit 1-4 from Effective Communication: Independent Study by Federal Emergency Management Agency [FEMA], 2005)
- Effective Communication: Shannon's Communication Model  
(Chapter 7, Team Coordination Training Student Guide [8/98])  
<http://www.uscg.mil/auxiliary/training/tct/chap7.pdf>
- PPT: Seven Cs of Communication

#### *Suggested Reading:*

Check the links provided above.

### Week 5 Intercultural Communication

- An Introduction to Intercultural Communication  
(Arent, R [2009]., *Bridging the Cross-Culture Gap* Michigan ELT)  
<http://www.press.umich.edu/titleDetailDesc.do?id=302593>
- *Mixing People: The Necessity of Intercultural Communication*  
[http://www.sagepub.com/upm-data/11824\\_Chapter1.pdf](http://www.sagepub.com/upm-data/11824_Chapter1.pdf)
- Paper: Intercultural Communication  
(Allwood, J., [1985] *Papers in Anthropological Linguistics* 12, University of Göteborg, Dept of Linguistics)  
<http://www.ling.gu.se/~jens/publications/docs001-050/041E.pdf>
- PPT: Intercultural Communication
- Case Study: Historical Context and Intercultural Communication: Interactions between Japanese and American factory workers in the American South

(Sunaoshi, Y., [2005] *Language in Society* **34**, 185–217. Printed in the United States of America DOI: 10.10170S0047404505050086)

[http://acdrupal.evergreen.edu/files/artofconversation/Sunayoshi\\_factory.pdf](http://acdrupal.evergreen.edu/files/artofconversation/Sunayoshi_factory.pdf)

***Suggested Reading:***

Check the links provided above.

## **Week 6 Business Messages**

- Three Step Writing Process  
[http://www.prenhall.com/behindthebook/0132328992/pdf/Bovee\\_CH03.pdf](http://www.prenhall.com/behindthebook/0132328992/pdf/Bovee_CH03.pdf)
- Business Messages Outline: Purpose, Composing, Choosing, Completing  
Module 5 [http://learn.midsouthcc.edu/LearningObjects/Bus\\_Comm/pdf/5.pdf](http://learn.midsouthcc.edu/LearningObjects/Bus_Comm/pdf/5.pdf)  
Module 6 [http://learn.midsouthcc.edu/LearningObjects/Bus\\_Comm/pdf/6.pdf](http://learn.midsouthcc.edu/LearningObjects/Bus_Comm/pdf/6.pdf)
- Career Development: Effective Writing  
(Campanizzi, J., [9/05] *Career Development: The Write Stuff for Quality*, Quality Progress, Franklin University, Columbus, Ohio)  
[http://qpc.co.la.ca.us/cms1\\_035856.pdf](http://qpc.co.la.ca.us/cms1_035856.pdf)

***Suggested Reading:***

Check the links provided above.

## **Week 7 Goodwill Messages**

- Writing Goodwill Messages
- (Campanizzi, J., [9/05] *Career Development: The Write Stuff for Quality*, Quality Progress, Franklin University, Columbus, Ohio)  
[http://qpc.co.la.ca.us/cms1\\_035856.pdf](http://qpc.co.la.ca.us/cms1_035856.pdf)
- Five Ss of Goodwill Messages  
[http://emedia.leeward.hawaii.edu/hurley/modules/mod3/3\\_docs/goodwill.pdf](http://emedia.leeward.hawaii.edu/hurley/modules/mod3/3_docs/goodwill.pdf)
- Examples of Goodwill Messages
- PPT: Positive Messages (Bovee, [2007] Prentice Hall)  
<http://www.google.co.uk/search?hl=en&q=Goodwill+Messages+ppt&meta>

***Suggested Reading:***

Check the links provided above.

## **Week 8 MIDTERM**

## Week 9 Bad News Messages

- Introduction: Delivering Negative News Messages  
McLean, S., [2010] Business Communication for Success. [Chapter 17]. Arizona: Flat World Knowledge Publishers. ISBN: 0-9823618-5-8  
<http://www.flatworldknowledge.com/pub/business-communication-success/102813#web-70279>
- Bad News Messages: The Indirect Approach  
Hurley Module 3: [http://emedia.leeward.hawaii.edu/hurley/modules/mod3/3\\_docs/bn.pdf](http://emedia.leeward.hawaii.edu/hurley/modules/mod3/3_docs/bn.pdf)
- Editing Samples of Poorly Written Letters  
[http://emedia.leeward.hawaii.edu/hurley/modules/mod3/3\\_docs/samples\\_bn.pdf](http://emedia.leeward.hawaii.edu/hurley/modules/mod3/3_docs/samples_bn.pdf)
- **Case Study: A Native-American Bad-News Message from 1805**  
[http://www.businesscommunication.org/conventionsNew/proceedingsNew/2006New/03\\_ABC06.pdf](http://www.businesscommunication.org/conventionsNew/proceedingsNew/2006New/03_ABC06.pdf)
- PPT: Writing Bad News Messages (2007 Prentice Hall)

### *Suggested Reading:*

Check the links provided above.

## Week 10 Short Reports

- Introduction: Writing Reports
- Frameworks for Selected Business Management Reports  
(Gouws & Gouws [2006] Feed Forward Publications: Melikon)  
<http://www.bin95.com/ebooks/business-management-report-structure-example.pdf>
- Short Technical Report: Descriptive Flavor and Texture Analysis of Brownies  
<http://buyersguide.foodproductdesign.com/media/54/library/FPD21stsenstory4.pdf>
- Fictitious Progress Report: Memo or Letter Format  
<http://www.chem.mtu.edu/~crowl/cm4851/ProgressReport.pdf>

### *Suggested Reading:*

Check the links provided above.

## Week 11 Conflict Resolution

- Understanding Conflict and Conflict Management  
<http://foundationcoalition.org/publications/brochures/conflict.pdf>
- Causes of Conflict within Organizations  
<http://www.ryanbannerman.com/assets/pdfs/RBA%20conflict.pdf>
- Case Study: Organizational Conflicts  
Electronic Journal of Business Ethics and Organization Studies Vol. 10, No. 1 (2005)

[http://ejbo.jyu.fi/pdf/ejbo\\_vol10\\_no1\\_pages\\_22-28.pdf](http://ejbo.jyu.fi/pdf/ejbo_vol10_no1_pages_22-28.pdf)

- PPT: Power, Politics and Conflict  
<http://blue.utb.edu/daboub/mana630160/fall2002/powerpoint/Ch18%5B1%5D.ppt>

***Suggested Reading:***

Check the links provided above.

## **Week 12 Transactional Analysis**

- PPT: Transactional Analysis(TA)
- <http://www.google.co.uk/search?q=transactional+analysis+ppt&hl=en&prmd=v&ei=RmSLTISUN8WGcYC4sJME&start=10&sa=N>
- Paper: The Role of Concept of TA in Professional Fields  
<http://www.ita-net.org/tajournal/pdfs/Jan2008SchmidArticle.pdf>
- The Two Ego State Model  
<http://www.ynot1.com.au/journals/TwoEgoStateModel.pdf>
- PPT: Transaction Scenarios  
[http://www.google.co.uk/search?hl=en&q=transactional+analysis+ppt&aq=f&aqi=g1g-m1&aql=&oq=&gs\\_rfai=](http://www.google.co.uk/search?hl=en&q=transactional+analysis+ppt&aq=f&aqi=g1g-m1&aql=&oq=&gs_rfai=)

***Suggested Reading:***

Check the links provided above.

## **Week 13 Making Oral Presentations**

- Myths and Realities of Public Speaking  
(McLean, S., [2010] Business Communication for Success. [Chapter 10])  
<http://www.flatworldknowledge.com/pub/business-communication-success/70065#web-70181>
- Types of Presentations (Informative, Persuasive, Goodwill etc)
- Video: Oral Presentation Tips  
Present Like Steve Jobs: <http://www.youtube.com/watch?v=2-ntLGOyHw4>

***Suggested Reading:***

Check the links provided above.

## **Week 14 Informative and Persuasive Presentation**

- Functions of Presentations to Inform  
<http://www.flatworldknowledge.com/pub/business-communication-success/70065#web-70213>
- Persuasive Speaking  
<http://www.flatworldknowledge.com/pub/business-communication-success/70065#web-70225>
- Class Test.

### ***Suggested Reading:***

Check the links provided above.

## **Week 15 Group Presentations**

## **Week 16 Group Presentation & Revision**

### **TEACHING METHODOLOGY**

This highly interactive course emphasizes learning through doing. Working individually or in small groups, students are involved in focused analysis and interpretation of interpersonal communication. A discussion-based teaching model is used with the expectation that students actively prepare for, participate in, and extract meaning from the material provided.

### **ATTENDANCE AND TARDY POLICY**

You must attend class on time and remain present until dismissed. Class attendance is necessary in order to complete the course. Students who arrive late disturb the class. At the facilitator's discretion, students who arrive late may not receive participation points for the unit covered. Students who are habitually late may be asked to drop the course.

### **CLASS PARTICIPATION**

You must be prepared and participate in all discussions. Attendance will be scored, and no participation points will be awarded if the student is absent.

### **ACADEMIC INTERGRITY POLICY**

Iqra University is committed to the highest standards of ethical conduct and academic excellence. Any student found guilty of plagiarism, fabrication, cheating or purchasing papers will immediately receive a failing grade. If a student needs guidance, he or she must seek the course facilitator's assistance.

## **EVALUATION AND ASSESSMENT**

The exams will be designed to test your knowledge of the material covered in classroom exercises, lectures, and readings. The midterm exams will consist of true/false, multiple choice, fill in the blank, essay, and short answer questions. The final exam will be objective and comprehensive.

The final grade in this course will be based upon the following:

1. Assignments: 10%.
2. Quiz: 10%
3. Contribution to group discussion and participation in exercises based upon a thoughtful reading of the material: 10%
4. Quality of the written responses to the study questions in Midterm: 30%
5. Quality of the written responses to the study questions in Final exam: 40%

**ASSIGNMENT (to be submitted on Tues, Week 12)**