

Course Title	Management Communication: Speaking and Writing			
Course Code	MBA 600			
Course Type	COMPULSORY			
Level	MASTER			
Year / Semester	Year 1 / Semester 1			
Teacher's Name	Eleftheria Atta			
ECTS	6	Lectures / week	3	Laboratories / week Computer Lab / 1
Course Purpose and Objectives	This course aims at equipping students with the management communication skill which is a central skill in the global workforce of the twenty-first century. This course is intended for students aiming at becoming successful managers who need to grasp an understanding of language in a business context combined with the skill to speak, write, listen and form interpersonal relationships. Additionally, students are introduced to the strategic communication methods which are significant to master as future effective and ethical managers.			
Learning Outcomes	<p>Upon completion of this course, students are expected to:</p> <ul style="list-style-type: none"> • Acquire an integrated, strategic perspective, necessary for a globalized and fast changing economy. • Understand the process of ethical decision making in a business context. • Compose different types of written business communication messages for an internal or external audience (i.e. business correspondence, report writing). • Engage in oral business communication (i.e. preparing and giving presentations, facilitating discussions, working in groups). • Acquire interpersonal communication skills central to relationship building and personal influence. • Develop strategies and manage relationships in both good news and bad news situations. 			
Prerequisites		Required		
Course Content	<p>CHAPTER 1: Management Communication in Transition</p> <p>CHAPTER 2: Communication and Strategy</p> <p>CHAPTER 3: Communication Ethics</p>			

	<p>CHAPTER 4: Speaking</p> <p>CHAPTER 5: Writing</p> <p>CHAPTER 6: Persuasion</p> <p>CHAPTER 7: Technology</p> <p>CHAPTER 8: Listening and Feedback</p> <p>CHAPTER 9: Nonverbal Communication</p> <p>CHAPTER 10: Intercultural Communication</p> <p>CHAPTER 11: Managing Conflict</p> <p>CHAPTER 12: Business Meetings that Work</p> <p>CHAPTER 13: Dealing with the News Media</p> <p>APPENDIX A: Analyzing a Case Study</p> <p>APPENDIX B: Writing a Case Study</p> <p>APPENDIX C: Sample Business Letter</p> <p>APPENDIX D: Sample Strategy Memo</p> <p>APPENDIX E: Documentation: Acknowledging the Sources of your Research</p> <p>APPENDIX F: Media Relations for Business Professionals: How to Prepare for Broadcast or Press Interview</p>										
Teaching Methodology	<p>Student-centered learning; active construction of knowledge; blended learning; technology – enhanced learning; collaborative learning; opportunities for interaction and group activities; case study analysis and discussion; role-playing activities; problem-solving activities; impromptu speaking activities.</p>										
Bibliography	<p>Main textbook:</p> <p>O'Rourke, S, J. (2019). <i>Management Communication: A Case Analysis Approach</i>. 6th Edition. Routledge.</p> <p>Suggested reading:</p> <p>Guffey, M.A. & Loewy, D. (2019). <i>Essentials of Business Communication</i>. 2nd Edition. Cengage Learning Inc.</p>										
Assessment	<table> <tr> <td>Midterm Exam</td> <td>20%</td> </tr> <tr> <td>Project</td> <td>15%</td> </tr> <tr> <td>Presentation</td> <td>15%</td> </tr> <tr> <td>Classwork (i.e. participation, quizzes, in-class activities)</td> <td>10%</td> </tr> <tr> <td>Final Exam</td> <td>40%</td> </tr> </table>	Midterm Exam	20%	Project	15%	Presentation	15%	Classwork (i.e. participation, quizzes, in-class activities)	10%	Final Exam	40%
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