



MASTER IN BUSINESS ADMINISTRATION

C O U R S E S Y L L A B U S

MANAGEMENT COMMUNICATION

Course Code: MC
Faculty: Prof. Gloria S. Chan
Class: MBA 2008

Course Outline

Session	Topic/Case/Reading/Activity
1	Course Overview Dyad Activity: English Language Sensitivity Exercise Read: Management Communication: An Asian Perspective in Management Communication in the Global Era, pp. 1-5
2	What is Your Communication Style Class Discussion Individual Communication Profile
3	Adapting to Different Communication Styles Case: Philippine Refugee Processing Center Read: Six Styles of Communication
4	Improvisation Session: Workshop Read: Stand Up and Throw Away the Script
5	Public Speaking Part 1 Pre-session activity: Film Showing: Speaking to One or 1000; Be Prepared to Speak
6	Public Speaking Part I
7	Interpersonal Communication: Role of Perceptions and Assumptions Case: Crucial Conversations

- Read: Understanding Communications in One-to-One Relationships
- 8 Interpersonal Communication: Action Inquiry
Case: Mr. Hart and Bing
Read: Action Inquiry: An Interactive Approach to Interpersonal Communication in Management Communication in the Global Era, pp. 163-178
- 9 Crisis Communication
Case : The Asian Bird Flu
Read : Managing Communications in Crisis
- 10 Crisis Communication
Group Presentations
Case: When No News Is Good News
Read: The Ten Steps of Crisis Communication
The Biggest Mistakes in Crisis Communication
- 11 Electronic Communication
Case: Unplugged
Savin Consulting
Read: E-mail and the organization of tomorrow
Dyad reports on the pros and cons of powerpoint presentations
- 12 Electronic Communication: E-Mail
Case: Case of the Troubled Colleague (A)
Read: The Human Moment at Work
Can I Apologize by E-Mail
- 13 Public Speaking, Part II: The Researched Topic
- 14 Public Speaking Part II: The Researched Topic
- 15 Style in Management Communication
Dyad Activity
Read: Style in Management Communication (MC book, pp. 6-19)
- 16 Style in Management Communication
Case: McGregor's Ltd. Dept. Store
Group Presentations
- 17 The Sales Letter
Group Presentations
Case: Benihana of Tokyo
Read: Developing the Sales Pitch (MC book, pp. 20-32)
- 18-19 What Do Figures Mean?
Group Presentations

Case: Browning Lumber
Read: Making Figures Mean Something (MC book, pp. 66-76)
Presenting Financial Figures Effectively (MC book, pp. 77-94)

20 The Annual Report
Group Presentations
Readings: 1. Creativity in Management Communication: The Corporate Report Revisited (MC book, pp. 48-58)
2. The Management Reports: The Road to Incoherence (MC book, pp. 59-65)

Semester 2

Cross Cultural Communication Module

Session

Topic/Case/Reading/Activity

Cultural Context of Communication

21 Dyad Exercise/Class Discussion
Read: 1. Reaching Out Across the Cultural Gap, MC book Pp. 121-137
Barriers to Cross-Cultural Communication: How to Overcome Them, pp. 138-148

22 Cross-Cultural Interaction: Focus on Values
Case: 1. Zenaida Cruz
2. Ruben Santos
Read: Values Approach to Cultural Patterns of Communication

23 Cross-cultural Interaction: Considerations in MC
Case : The Ginzberg Case: Believe It or Not
Read: The West Says No and the East Says Maybe , MC Book, pp. 33-47

24 Cross-cultural interaction: non-verbal communication
Film showing/Class Discussion
Read: Non-Verbal Language in Intercultural Communication

25-26 Cross-cultural simulation

Module on Argumentation/Persuasion

27 Argumentation/Persuasion (Debate)
Case: Cooper Pharmaceuticals, Inc.
Read: 1. A Note on Building an Argument
2. Effective Argument
3. The Necessary Art of Persuasion

- 37 Strategic Stories: Application
Case: Timken Co.
- Communication and Leadership Module**
- 38 What a Leader Needs to Know
Case : Susan Bilsner
Read: 1. Building Communication Competencies
2. Managing your leadership talent
- 39 A Leader's Communication Tools: Metaphors and Story Telling
Read: 1. The Fruitful Flaws of Strategy Metaphors
2. Mind Mapping
3. Leader as Story-teller: Oprah Winfrey
4. Retelling your organization's stories
Class Discussion
- 40 World Leaders and Their Communication Styles: What We Can
Learn From Them
Read: Churchill the Communicator
Team Presentations (refer to attached task directions)

Required Text:

Management Communication in the Global Era: Readings for the Asian Manager by
Gloria S. Chan, Ateneo Press.

Course Requirements:

Class Participation
Assigned Activities
Dyad Assignments
Group Presentations
Individual Presentations

Bases for Grading:

30% Class Participation (including leadership communication)
20% Oral Communication
20% Written Communication
30% Final Paper