

## COMM200001 Organizational Communication and Its Social Context

**Program** : Global Summer Program

**Term** : Summer 2024

**Duration** : June 5, 2024 - July 26, 2024

**Contact Hours** : 54

**Fudan Credits** : 3

### **Course Description:**

The course introduces the basics of managerial communication theories and strategies: audience analysis, communicator credibility, message construction, channel choice and organizational context.

Primary focus of the course involves (but not limited to) Interpersonal Communication Skills, Active Listening Skills and Reflective Responses, Organizational Communication and Network, Stakeholder Theory and System Theory, Crisis Communication and Management, Negotiation Strategies and Tactics, Effective Presentation Skills, Cross-cultural Communication and Management, Managerial Writing Strategies and Techniques, Public Relations Management, etc.

Students will study communication theories and discuss business cases in order to analyze and understand the strategic thinking of managerial communication and to apply the skills in communicating with others both within and outside the organization.

### **Course Goals:**

The course is intended to help you think strategically about management communication; sharpen your writing, presentation, and interpersonal communication skills within a managerial setting; and enhance your capacity of critically analyzing corporate communication issues along the line of problem-solving thinking.

In our class sessions, we will look at a range of successful practices and guidelines that have been derived from both research and experience, give you the opportunity to develop and practice your skills, and provide you with feedback to help you strengthen them.

### **Prerequisites:**

No Prerequisites.

### **Textbooks:**

- Guide to Managerial Communication (9th Edition), By Mary Munter, Prentice Hall, 2012
- Communication for Managers (6th Edition), By Norman Sigband & Arthur Bell, South-Western Publishing Co. (China Machine Press), 1994

### References (Recommended Literature):

- The Practice of Public Relations (10th Edition), By Fraser P. Seitel, Prentice Hall, 2007
- Effective Public Relations (11th Edition), By Glen M. Broom & Scott M. Cutlip, Pearson Education, 2011

### Schedule:

Lecture	Date	Time	Topic
1	June 5, 2024	<b>Online Sessions</b> Lecture 1 - 8: 08:30-12:00 BJT (UTC+8)	<ul style="list-style-type: none"> <li>● Course Introduction and Overview (Class Teams Formation)</li> <li>● Course Learning Objectives</li> <li>● Effective Communication and Stakeholder Theories</li> </ul>
2	June 12, 2024		<ul style="list-style-type: none"> <li>● Communication Process Model and Strategic Variables</li> <li>● HBS Casework: Dashman Company Case Discussions and Case Analysis</li> </ul>
3	June 19, 2024		<ul style="list-style-type: none"> <li>● Defining and Interpreting Communication Styles (based on Carl Jung's Theories)</li> <li>● Interpersonal Attitude Survey (Individual Assessment)</li> </ul>
4	June 26, 2024		<ul style="list-style-type: none"> <li>● Managerial Writing Overview: Strategies and Tactics (Roadmap)</li> <li>● Casework: Craigstone Corporation</li> </ul>
5	July 3, 2024		<ul style="list-style-type: none"> <li>● Persuasion: What the Research Tells Us</li> <li>● Harnessing the Science of Persuasion (HBR)</li> <li>● Team Demo on Craigstone Corporation: Memo Critique and Learning</li> </ul>
6	July 10, 2024		<ul style="list-style-type: none"> <li>● Active Listening Skills and Reflective Responses</li> <li>● In-class Exercises: Fast Food Fiasco (Role Play Negotiation)</li> <li>● Team Demo: TedTalk Analysis</li> </ul>
7	July 17, 2024		<ul style="list-style-type: none"> <li>● Cross-Cultural Communication: Pyramid Conceptual Model</li> <li>● IMD Case: Johannes Van Den Bosch Sends an Email</li> <li>● IMD Case: Johannes Van Den Bosch Receives a Reply</li> <li>● Communication High Performance Model</li> </ul>
8	July 19, 2024		<ul style="list-style-type: none"> <li>● Cross-Cultural Negotiation: Theories and Principles</li> <li>● Simulation Exercise: Nora-Sakari - A Proposed JV in Malaysia</li> </ul>

9	July 22-July 26, 2024	<b>Offline Sessions</b> Lecture 9 - 12: TBD	<ul style="list-style-type: none"> <li>● Public Relations Management (Concept and Specializations)</li> <li>● Corporate Communication Issues under Varied Organizational Settings</li> <li>● Group Final Project Presentations (Half Class)</li> </ul>
10			<ul style="list-style-type: none"> <li>● Crisis Communication and Crisis Management</li> <li>● ACRC Case: Carrefour China and The Olympic Torch Relay: Managing Corporate Crisis Amid Evolving Expectations of Multinational Firms</li> <li>● Group Final Project Presentations (Half Class)</li> </ul>
11			<ul style="list-style-type: none"> <li>● Open Systems Model of Public Relations (System Theories)</li> <li>● PRO and Its Implications for Managers (Research)</li> <li>● Course Wrap-Up</li> </ul>
12			Final Exam (Closed-Book)

#### Assessment:

Assessment Task	Weighting
1. Attendance	10%
2. Contribution to Class Discussion	10%
3. Group Assignments	20%
4. Group Final Project Presentation	20%
5. Final Exam	40%

#### Grading Scale:

Grades	A	A-	B+	B	B-	C+	C	C-	D	F
100	90-100	85-89	82-84	78-81	75-77	71-74	66-70	62-65	60-61	<60

The instructor will use the grading system as applied by Fudan University.

#### Credit Point Value:

Component	Contact Hours	Fudan Credits
Academic Lectures	44	3
Thesis/Exam	4	
Field Trip	3	
Seminar	3	
Total	54	

At Fudan University, the duration of one contact hour is 45 minutes, and 18 contact hours are equivalent to 1 credit.

**Note: The document is subject to change at the discretion of School of Management, Fudan University.**

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