

MANAGEMENT COMMUNICATION 609-01 & 609-89

Fall, 2007—1st Module

James C. Cox, Jr., MBA, PhD

Office: 377 Bryan Hours by appointment

Classroom: 216 Bryan **Time:** Wednesdays, 6:30-9:20 PM

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Instructor Information: <http://www.uncg.edu/bae/people/cox>

Required Text: O'Rourke, James S., IV. **Management Communication: A Case-Analysis Approach.** (3rd ed). Pearson prentice-Hall, 2007.

Learning Objectives:

- Understanding the range of communication skills necessary to a successful management career
- Recognizing key strategies for good organizational communication
- Persuading and getting your point across to different audiences
- Presenting information effectively
- Applying stronger listening skills
- Practicing effective communication strategies for teamwork
- Understanding differences in management and communication styles
- Applying critical thinking and problem solving skills through communication strategies
- Giving and taking feedback criticism effectively
- Demonstrating extemporaneous speaking skills
- Demonstrating professional-quality writing skills
- Resolving workplace conflicts
- Synthesizing and summarizing critical issues actively and effectively

Grading: There are eight graded elements. Each is worth 12.5% of your grade. I attempt to grade fairly, but be aware that the technical aspects of writing (grammar, punctuation, spelling, etc.) will be graded particularly harshly.

- Oral class participation
- Written assignments (4 individual ones)
- Individual oral presentation
- Team presentation (written part + oral part)

Attendance: Please do not miss class, as we have only seven of them. Also, be *punctual*—Class starts at 6:30, not 6:31.

Tentative Schedule:**Week 1—August 22**

The nature of communication—Discussion will include defining communication and communication in a management setting, plus tips on writing memos and letters. Read Chapter 1 plus the appendices associated with writing memos and letters. We will also discuss future assignments.

Week 2—August 29

Read Chs. 2- 7 and Appendix A on Case Study Analysis. Do writing assignments associated with Case 5-1 and be ready to discuss them and submit them at class time. Read Case 4-1 and prepare to discuss.

Week 3—September 5

Read Ch. 8. Prepare to discuss Cases 3-4, 7-1, and 10-2.

Week 4—September 12

Begin oral presentations. Each member of the class will present a 4-5 minute presentation on some subject related both to communication and to business. No PowerPoint allowed.

Week 5—September 19

Finish oral presentations.

Week 6—September 26

Do writing assignments for Case 11-2. Read and prepare to discuss Cases 11-3 and 13-1.

Week 7—October 3

Team presentations: Oral (12-15 minutes) and written (8-10 pages) concerning responses to Case 13-2. PowerPoint is required in the oral presentation.