MANAGEMENT COMMUNICATION: MBA 609-51

Department of Business Administration
Joseph M. Bryan School of Business and Economics
University of North Carolina—Greensboro
Fall, 2006—1st Term

Office Hour: 5:30-6:15 W, 2-3pm MW, or by appointment
Office: 377 Bryan
Classroom: 205 Bryan Time: MW 12:30-1:45 PM
Phone: 334-5690 (office), 334-5691 (departmental office)
E-mail: Jccox3@uncg.edu or chipcox1@earthlink.net (Use the latter if you need a reply.)


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
• Framing appropriate strategies for individual contexts
• Practicing effective communication strategies for teamwork
• Building stronger leadership communication skills
• Appreciating learning styles and communication behaviors
• Understanding differences in management and communication styles
• Applying critical thinking and problem-solving skills through communication strategies
• Giving and taking feedback criticism effectively
• Practicing extemporaneous speaking skills
• Resolving workplace conflicts
• Synthesizing and summarizing critical issues actively and effectively

Grading:

Oral Participation 20%
Written assignments 40%
Individual oral presentation 10%
Team presentation 30%

Written part 15%
Oral part 15%
Attendance: Do not miss class! Missing any may damage your grade.

Tentative Schedule:

WEEK 1 August 14, 16

Focus: Managerial Communication Strategy—Discussion will include the nature of communication and communication in a management setting. Discussion: Great West Casualty case.

WEEK 2 August 21, 23

Monday: Ms. Darlene Broadhurst will be here to discuss resumes and related issues. Wednesday: Read Chs. 4, 5 and case 4-1; do writing assignment 5-1.

WEEK 3 August 28, 30

Monday: Read Chs. 3, 6, 8. Read for discussion Cases 3-4, 7-1, 10-2. Begin oral presentations. (See below.)

WEEK 4 Sept. 6, 9 (No class on Sept. 4--Labor Day)

Focus: Individual oral presentations. Each member of the class will present a 4-5 minute presentation on some subject related to their jobs. If you have no job, we’ll work out something else.

WEEK 5 Sept. 11, 13


WEEK 6 Sept. 18, 20

Discuss: Cases 11-1, 13-1, TBA.

WEEK 7 Sept 25, 27

Team Presentations (15-20 minutes). Due tonight: Written (8-10 pages) and oral presentations concerning possible responses raised by Case 13-2.