

STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK



COURSE OUTLINE

BSAD 340 - MANAGEMENT COMMUNICATIONS

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SCHOOL OF BUSINESS AND LIBERAL ARTS
BUSINESS DEPARTMENT
SPRING 2015

- A. TITLE: Management Communications
- B. COURSE NUMBER: BSAD 340
- C. CREDIT HOURS: 3
- D. WRITING INTENSIVE COURSE: Yes
- E. COURSE LENGTH: 15 weeks
- F. SEMESTER(S) OFFERED: Spring and Fall
- G. HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:
3 lecture hours per week
- H. CATALOG DESCRIPTION: This course introduces students to the foundations of effective management communication. It focuses on communicating strategically and persuasively in a professional environment. Skills such as advocacy, framing issues clearly and strategically, preparing a team for communicating in a competitive environment, facilitating meetings, and adapting arguments to audiences' needs are developed.
- I. PREREQUISITES/CO-COURSES:
a. Pre-requisite: ENGL 101 or ENGL 102, and Junior Status
b. Co-requisite: None
- J. GOALS (STUDENT LEARNING OUTCOMES):

By the end of this course, the student will be able to:

<i>Course Objectives</i>	<i>Institutional SLO</i>
a. Explain the communication process	2. Crit. Thinking
b. Identify the elements of a strategic communication campaign.	2. Crit. Thinking
c. Employ strategic decision making in developing communications for diverse audiences	1. Communication 2. Crit. Thinking
d. Produce documents/presentations that are purposeful, clear, concise, and suited to business audiences.	1. Communication 2. Crit. Thinking
e. Construct sound arguments based on reliable evidence and on audience analysis	1. Communication 2. Crit. Thinking
f. Analyze business situations in order to promote focused and productive presentations and meetings about problems, issues, and solutions	2. Crit. Thinking
g. Respond appropriately to questions and opposing views	1. Communication 2. Crit. Thinking 3. Prof. Competence 4. Inter-Intrapersonal Skills
h. Demonstrate effective team/group management and participation skills	3. Prof. Competence 4. Inter-Intrapersonal Skills

- K. TEXT:**
Walker, R. (2014). Strategic management communication: For leaders (3e [edition]. ed.). Cengage.
- L. REFERENCES: None**
- M. EQUIPMENT: Computer lab/technology enhanced classroom,**
- N. GRADING METHOD: A-F**
- O. MEASUREMENT CRITERIA: Exams, Writing Assignments/Reports, Team Projects/Presentation, Individual Oral Presentations and Participation**
- P. DETAILED TOPICAL OUTLINE:**
- I Communication Process
 - A. Transmission View of Communication
 - B. Relational View of Communication
 - C. Channels of Communication
 - D. Non-Verbal Communication
 - E. Listening as Essential in the Communication Process
 - F. Feedback

 - II Audience Analysis
 - A. Identifying Primary Audience
 - 1. Other Potential Audiences
 - 2. Demographics of Audience
 - B. Audience Expectations Concerning Speaker's or Writer's Knowledge
 - C Purpose for Communicating to Audience
 - D. Audience's Knowledge and Beliefs
 - 1. Audience's Expectation Concerning Supporting Information
 - a. Personal Experiences
 - b. Observation
 - c. Statistics
 - d. Tests
 - e. Reference to Others
 - E. Audience's Expectation Concerning Acceptable Communication
 - 1. Length
 - 2. Formality
 - 3. Organization
 - 4. Formatting
 - 5. Use of Jargon
 - 6. Syntax
 - 7. Mechanics
 - a. Formal
 - b. Informal
 - F. Tone
 - G. Cultural Awareness

III Strategic External Communication Plan

- A. Determine Goal
- B. Identify and Profile Audience
- C. Develop Messages
- D. Select Communication Channels
- E. Choose Activities and Materials
- F. Establish Partnerships
- G. Implement the Plan
- H. Evaluate and Make Mid-Course Corrections
- I. Advocacy

IV Internal Communication

- A. Common Culture
- B. Communication Tools
 - 1. Paper-based
 - 2. Electronic
 - 3. Oral
 - 4. Management Behavior
 - 5. Staff to Management Forums
 - 6. Policies and Procedures
 - 7. Training
- C. Determining Appropriate Tools for Goal
 - 1. Repeated Consistent Messages
- D. Consistent Usage of Tools
- E. Planning for Remediation
- F. Planning for Implementation
- G. Implementation
- H. Continuous Monitoring and Revision
- I. Advocacy

V Interpersonal Communication within Teams

- A. Team Development
 - 1. Forming
 - 2. Storming
 - 3. Norming
 - 4. Performing
- B. Team Roles
 - 1. Task Roles
 - 2. Relationship Roles
 - 3. Dysfunctional Roles
- C. Common Conflict Response Patterns
 - 1. Avoidance
 - 2. Accommodation
 - 3. Compromise
 - 4. Competition
 - 5. Collaboration
- D. Dealing With Conflict
- E. Group think
- F. Group Decision Making
- G. Planning Productive Meetings
 - 1. Is a Meeting Needed?
 - 2. Selection of Participants
 - 3. Information in Advance
 - 4. Running the Meeting
 - a. Progress of Meeting
 - b. Handling Conflict
 - c. Managing the Dysfunctional Group Members
 - d. Closure with a Plan
 - e. Follow Up
- H. Participation in a Meeting

VI Research

- A. Primary Sources
 - 1. Surveys
 - 2. Interviews
 - 3. Observations
- B. Secondary Sources
 - 1. Books
 - 2. Periodicals
 - 3. Electronic Database
 - 4. Web
- C. Evaluating Sources
- D. Documenting Sources

VII Written Reports

- A. Informational
- B. Analytical
- C. Illustrating Data

VIII Oral Presentations

- A. Formal
- B. Informal
- C. Visual Aids