OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: MGMT 320	**Number of Credits:** 3 Course credit policy (105)

Course Full Title: Effective Communication for Managers

Course Short Title:

(Transcripts only display 30 characters. Departments may recommend a short title if one is needed. If left blank, one will be assigned.)

Faculty: Faculty of Professional Studies	**Department (or program if no department):** School of Business

Calendar Description:

An effective manager must be able to accurately interpret the information they receive and clearly convey information to stakeholders. In this course students will develop written and oral managerial communications skills in areas such as public and media relations, intercultural communications, and meeting facilitation.

Prerequisites (or NONE):	Admission to the Bachelor of Integrated Studies Applied Management concentration and CMNS 125.
Corequisites (if applicable, or NONE):	None
Pre/corequisites (if applicable, or NONE):	None

Antirequisite Courses *(Cannot be taken for additional credit.)*

Former course code/number:

Cross-listed with:

Dual-listed with:

Equivalent course(s):

(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)

Special Topics *(Double-click on boxes to select.)*

This course is offered with different topics:

☒ No ☐ Yes *(If yes, topic will be recorded when offered.)*

Independent Study

If offered as an Independent Study course, this course may be repeated for further credit: *(If yes, topic will be recorded.)*

☒ No ☐ Yes,   repeat(s) ☐ Yes, no limit

Transfer Credit

Transfer credit already exists: *(See **bctransferguide.ca**.)*

☒ No ☐ Yes

Submit outline for (re)articulation:

☒ No ☐ Yes *(If yes, fill in transfer credit form.)*

Typical Structure of Instructional Hours

Lecture/seminar hours	45
Tutorials/workshops	
Supervised laboratory hours	
Experiential (field experience, practicum, internship, etc.)	
Supervised online activities	
Other contact hours:	
Total hours	**45**

Labs to be scheduled independent of lecture hours: ☒ No ☐ Yes

Grading System

☒ Letter Grades ☐ Credit/No Credit

Maximum enrolment (for information only): 25

Expected Frequency of Course Offerings:

Annually

Department / Program Head or Director: Dr. Carl Janzen	**Date approved:**	April 14, 2020
Faculty Council approval	**Date approved:**	June 5, 2020
Dean/Associate VP: Dr. Tracy Ryder Glass	**Date approved:**	June 5, 2020
Campus-Wide Consultation (CWC)	**Date of posting:**	December 18, 2020
Undergraduate Education Committee (UEC) approval	**Date of meeting:**	December 18, 2020

Learning Outcomes:

Upon successful completion of this course, students will be able to:

LO 1. Analyze a variety of business communications practices in relation to communications theories; LO 2. Create and revise typical forms of managerial communication.

LO 3. Examine the specific needs of stakeholders in a communication situation and process.

LO 4. Evaluate public and media relations practices with focus on crisis management and communications.

LO 5. Showcase leadership in negotiating and managing conflicts.

LO 6. Use intercultural communication theories and practices (including non-Eurocentric ones such as from Indigenous scholars), to facilitate consensus between culturally diverse stakeholders.

Prior Learning Assessment and Recognition (PLAR)

☒ Yes   ☐ No, PLAR cannot be awarded for this course because

Typical Instructional Methods *(Guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion.)*

Online instruction.

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Text(s) and Resource Materials *(If more space is required, download Supplemental Texts and Resource Materials form.)*

	Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1.	Lencioni, P.	Death by Meeting: a Leadership Fable about Solving the Most Painful Problem in Business	☒	Jossey-Bass	
2.	Raines, S.	Conflict Management for Managers: Resolving Workplace, Policy, and Client Disputes	☐	Rowman & Littlefield	2019
3.	Martin, J. & Nakayama, T.	Reconsidering intercultural (communication) competence in the workplace: A dialectical approach. *Language and Intercultural Communication, 15 (1).*	☒		2015
4.	Fisher, R., Ury, W. & Patton, B.	Getting to Yes: Negotiating agreement without giving in	☐	Penguin Books	2011
5.			☐		

Required Additional Supplies and Materials *(Software, hardware, tools, specialized clothing, etc.)*

N/A

Typical Evaluation Methods and Weighting

Final exam:	-	Assignments:	60%	Field experience:	-	Portfolio:	-
Midterm exam:	-	Project:	-	Practicum:	-	Other:	20%
Quizzes/tests:	10%	Lab work:	-	Online critical discussion:	10%	Total:	100%

Details (if necessary):

Typical Course Content and Topics

Module One: Written communications
- Objectives, principles, and forms of business writing
- Writing effective reports and proposals
- Test (LO 1, 4)

Module Two: Oral communications
- Objectives, principles, and forms of oral communications
- Communicating persuasively
- Presentation assignment (LO 2, 4) Module Three: Intercultural communications
- Developing cross-cultural knowledge, awareness, and understanding
- Verbal and non-verbal intercultural communications
- Report (LO 4, 6)

Module Four: Conflict negotiation and Crisis management
- Stakeholder engagement
- Conflict negotiation and resolution
- Crisis communications
- Video role play assignment (LO 3–5)

Module Five: Business meetings
- Objectives, protocol, agendas, and minutes
- Writing assignment (LO 1, 4)