

**American University of Central Asia
Master of Business Administration**

Semester Spring 2017

**Business Communication Syllabus
Google class code: b5utlh**

Course Name: Management Communication and Negotiation
Section: 2
Number of Credits: 3
Prerequisite: None

Class Schedule: Monday 6:30-7:45pm

Professor: Devine Paul, Devine Alua
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Office: Room
Office Hours: By Appointment

Language of instruction – English

Course description

Welcome to the Management Communication and Negotiation Course! The primary goals of the course are,

1. To help you understand and strengthen how you are perceived as a business professional through your verbal and written communications.
2. To help you articulate and communicate your messages effectively.

During the course we will cover the following topics:

- Oral communications, including story telling, elevator pitches, making presentations and conducting meetings with managers and subordinates
- Written communications, including
 - Business letters
 - Business reports
 - Memos
 - E-mail messaging
- Politically correct communications
- Persuading others, active listening and reading body language
- Assertiveness

The course is aimed at the development of interpersonal, oral and written business and professional communication skills and gaining of more practical knowledge and skills for middle level managers and other types of leaders. One of our text books, Management

Skills, Practice and Experience, by Patricia Fandt, will provide you with the opportunity to assess your current skills, learn new skills, practice them through exercises and small cases, and re-evaluate your skills.

There will be homework assignments and opportunities to practice your communications skills in the classroom.

Course objectives

The course is designed to be interactive and practical. The main objectives of the course are to expand your skills in business and professional communications, and to develop your judgement as to which communications tools are most effective in various situations. Other objectives are:

- Become acquainted with theories of communication
- Learn how to use active listening skills
- Learn how to give feedback
- Learn about the importance of sensitivity to stereotypes in the workplace
- Learn how to analyze your audience
- Become acquainted with main principles of persuasion
- Learn and use effective written communication skills

Course requirements

The BPC course will be interactive, so your attendance and participation will make up the substantial part of your grade. The other parts will be written home assignments, presentations, and a final paper. These requirements are likely to evolve during the class and will be communicated to all students.

Expectations:

You are expected to do homework assignments, readings and videos for each class. You are expected to come to class prepared to discuss what you have read or watched. Some material will not be repeated in class, but you will be accountable for it on exams. If you miss a class, you will need to read the materials from the class and get briefed on what happened by other students.

Because the course will last only 8 weeks, you will be introduced to many concepts in business communications, but you may not have the opportunity to practice the skills in class. For this reason, doing your homework and practicing the skills at work are essential to getting a good grade.

Students are expected to show up on time, stay actively engaged, not eat during the class, and turn their cell phones off once class starts. Your work, participation, attitude, efficiency, and effectiveness should reflect the level of professionalism expected in a professional work setting.

Course Materials

- 1) Lesikar, R.V. and Flatley M.E. 2002. *Basic Business Communication: skills for empowering the internet generation*. 9th Ed. McGraw-Hill Higher Education.
- 2) Additional materials to be provided on the e-course.

Mark Breakdown:

Grade Component	Value
Internal Communications Assignment	25%
External Communications Assignment	25%
Representation Assessment	25%
Cover Letter, Resume & Interview	25%
Total	100%

I.

General Remarks

Regarding attendance in case if any student will miss 3 (three) or more academic classes (i.e., 6 academic hours) without medical or valid reason, such student will see his/her grade downgraded by one letter (for instance if the student deserves A-, he/she will receive B-). Only medical evidence by Medical Service at the AUCA is valid for consideration by instructor.

Students should come to the instructor at the end of each lecture/seminar to make sure their name has been checked as present in the classroom.

Overall Course Grading Scheme

The grading scale, which is standard in the Business Administration department, is as follows:

A	100 – 93	C	76 – 73
A-	92 – 90	C-	72 – 70
B+	89 – 87	D+	69 – 67
B	86 – 83	D	66 – 63
B-	82 – 80	D-	62 – 60
C+	79 – 77	F	59 - 0

A grade of **A** signifies "outstanding scholarship." This is reserved for those students that have shown distinction in their performance, advance the general understanding of the material, and apply both terminology and principles in completing course related assignments.

A grade of **B** signifies "good scholarship." This identifies a student that has performed at a higher than satisfactory level, exhibits proficient use of course related terminology, and deals with challenging topics.

A grade of **C** implies a student's performance is "satisfactory." This represents a student that has understood the subject material, shows reasonable competence, and conforms to the minimum requirements.

A grade of **D** implies a student's performance is "unsatisfactory." This means that the student has not yet fully mastered the subject material and does not quite meet the minimum requirements.

A grade of **F** indicates that the student has not met the requirements of the course and has failed.

Tentative Schedule*

	Topic
Week 1-2	<p><u>Introduction</u> Basic understanding of communication: Who? How? When? Why? you communicate with. <u>Types of Business Communications</u> An overview of the types and objectives of different business communication formats; overview of the differences between and usages of oral, written, non-verbal and visual communication in business.</p> <p>In class exercises.</p>
Week 3-4	<p>Negotiation skills: understanding main goal and barriers <u>Presentation</u></p>
Week 5-6	<p>Negotiation skills: Practical exercises</p>
Week 7-8	<p><u>Focusing on Internal Communications</u> Emails, memos, internal reports, internal presentations and decks, meetings and minutes. Home work: critical analyses of your business external communication.</p>
Week 9-10	<p><u>Focusing on External Communications</u> Info bulletins, presentations/pitches, interviews, proposals, websites, <u>Representing your Organization as a Representative & as an Individual:</u> Media interactions, Public Relations, organizational vs personal use of Facebook, Instagram, Twitter and other social media platforms.</p>
Week 11-12	<p><i>Internal Communications Assignment Presentations</i></p>
Week 13-14	<p><i>External Communications Assignment Presentations.</i></p>