

MANAGEMENT COMMUNICATION

Code du cours Course Code			Titre du cours Course title					
BAC.EAINA.OTCOM .1010			MANAGEMENT COMMUNICATION					
Crédits Credits		Période d'enseignement Teaching period					Année Académique Academic Year	
6		fall, spring					2022/2023	
Charge de travail Student workload	Synchrone / Synchronous	Asynchrone / Asynchronous	Travail en équipe Team work	Activités pédagogiques / Pedagogical activities	Travail personnel Personal work	Coaching	Evaluation	Charge totale de travail Total workload
39	0	0	0	0	0	6	45	
Programme Program			Global BBA					
Discipline Discipline								
Module			-					
Type de cours Course type			core					
Campus			Lille, Sophia					
Campus partenaire								
Course open to students in exchange								
Langue d'enseignement Teaching language		Anglais / English						
Responsable du cours Course leader			BAYOUD Christèle					
Pré-Requis Prerequisite			Academic Research and Writing I					
Nom des intervenants par campus Instructor(s) names by campus	Belo Horizonte							
	Lille							
	Paris							
	Raleigh							
	Sophia							
	Stellenbosch- Le Cap							
	Suzhou							
	Nanjing							

	Barcelone			
	Other			

Descriptif du cours / Course description	Communication is key. Its a simple but true statement, as communication is at the core of everything we do. In this course, emphasis is put on the acquisition of managerial communications skills for a professional work environment. Students research current business trends, analyse videos, refine their written business communication, and prepare and deliver oral presentations using various formats. Students are expected to exercise strategic managerial communication practices and to think critically. They produce both long and short assignments and are expected to participate enthusiastically and professionally in classroom activities. In order to accomplish these goals, the course encompasses an interactive approach.
Thèmes / Topics	
Résultats d'apprentissage / Intended Learning Outcomes and Skills	<p>A l'issue de la formation, vous serez capable de / As a result of this module, you will be able to:</p> <p>Connaissances / Knowledge and Understanding (subject specific) Acquire managerial communication skills for a professional work environment</p> <p>Aptitudes cognitives / Cognitive skills Gain an understanding of the key managerial issues in business today, utilize digital communication skills in professional settings (Linkedin, etc.), Advance professional competence and establish professional credibility in organisational settings</p> <p>Attitudes / Key transferable skills Collaborate effectively in teams to create or review documents & presentations, communicate complex material and messages orally, in writing and in digital environments to a variety of audiences.</p> <p>Ethical and social understanding Design and write effective communication messages, produce professional documents, articulate points of view clearly, cohesively, and succinctly,</p>
Contribution aux objectifs pédagogiques du programme / Contribution to learning objectives	<p>Indiquer les learning objectives auxquels contribue le cours (en se basant sur le curriculum mapping du programme) / Indicate which learning objectives the course contributes to (based on the program curriculum mapping)</p> <p>LO1.4 : To understand and apply theories and major concepts of organisation and management : LG1 : Graduate should be knowledgeable about business disciplines</p> <p>LO3.1 : To produce clear, well organized verbal presentations : LG3 : Graduate should be able to communicate in an international environment</p> <p>LO3.2 : To produce clear, well organized written communication : LG3 : Graduate should be able to communicate in an international environment</p>
	<p>Cours soumis à évaluation dans le cadre de l'Assurance of Learning pour l'année en cours ? Non / No</p>

Evaluation des étudiants Student Assessment	Evaluation finale (DS) Final examination		40%
	(Précisez la nature pour l'évaluation finale / Explain type for final examination)		
	Cliquez ici pour entrer du texte. QCM - Quiz: Epreuve sur table - Supervised exam: Présentation orale - Presentation: Rapport écrit/Dissertation - Report / Dissertation: Participation - Class participation: Autre, précisez / Other, precise:		
	Contrôle continu Continuous Assessment		60%
	préciser nature / Explain type		
	Cliquez ici pour entrer du texte. QCM - Quiz: Epreuve sur table - Supervised exam: Présentation orale - Presentation: Rapport écrit/Dissertation - Report / Dissertation: Participation - Class participation: Autre, précisez / Other, precise:		Nb midterms : 2
Méthodes d'enseignement Teaching Methods	Format de cours / Course format		
	Cours magistral / Lecture - TD / Tutorials		
	Autre, précisez / Other, precise:		
	Activités d'apprentissage / Learning activities		
Personal guided study			
Plan de cours Course Plan	Course introduction How to play your strengths & Managing Oneself Managing Oneself & personal branding video How to play your strengths LinkedIn Due: Personal Branding Video The Job Interview You're Already More Persuasive Than You Think What you should and shouldn't focus on before a job interview Due: LinkedIn Profile Written communication that people won't ignore Write e-mails that people won't ignore Garner: HBR Better Business Writing Designing Effective Meetings and Creativity How to Design an Agenda for an Effective Meeting Due: E-mail Negotiation: Getting to Yes Separate the People from the Problem, Focus on interests, Not Positions, Invent Options for		

	Mutual Gain, Insist on Using Objective Criteria Negotiation Negotiation role plays Leadership Connect, then Lead Crucibles of Leadership Managing Diverse People and Situations Introvert/Extrovert and The Complexities of Team Dynamics, and The Hidden Advantages of Quiet Bosses Due: Summary Organisational Culture and Positive Intelligence Leading with Compassion, and Positive Teams are More Positive, and Positive Intelligence Due: Appraisal Professional Presentations Anderson, How to Give a Killer Presentation Book Presentations and/or book reports (all students must be present) Book Presentations and/or book reports (all students must be present)
Référence Académique / Academic reference	
Site(s) web / Web site(s)	
Licence(s) informatique(s)/ Computer licenses	

Modalités de délivrance du cours (par campus si différent) Course delivery modes (per campus if different)						
Nombre CM Amphi / Number of Lectures	Durée CM Amphi (en heures) / Lecture duration (in hours)	Nombre TD / Number of Tutorial classes	Durée TD (en heures) / Tutorial class duration (in hours)	Asynchrone / Asynchronous	Autres (Distance learning, etc...) (en heures) / Other (in hours)	Préciser les spécificités de programmation (TD journée, cadencement spécifique des séances) / Specify if full-day tutorial class, different schedules
Campus Sophia						
0	0	13	3	0	0	