

GEM Trailblazer Summer Programme

DETAILED COURSE INFORMATION

Academic Year	:	AY2022-2023
Session	:	Summer 2023
Course Code & Title	:	AB0602 Communication Management Strategies
Academic Units	:	4
Pre-requisite (if any)	:	Communication Management Fundamentals, Inquiry & Communication in an Interdisciplinary World
Delivery mode	:	Physical
Taught by	:	Lin Aileen

Brief Course Description

This course will prepare you for the communication challenges you are likely to face in rapidly evolving business environments. By applying relevant communication principles and frameworks, you will learn to present yourself confidently in the way you speak and write, and to participate in your chosen profession with presence and persuasiveness.

The course is practical and interactive. You will get opportunities to hone your presentation skills through video-recorded assignments, as well as receive personalised feedback on your performance. You will also gain practice in crafting messages for a range of business contexts, including email and slide deck reports.

In addition, the course addresses other new demands in today's workplace, especially with the prevalence of online communication. You will learn how to enhance your Executive Presence in both face-to-face and online settings. You will also apply your skills to contexts that require unplanned, spontaneous speaking, such as small group discussions.

1. Intended Learning Objectives (ILOS)

You will learn the theoretical frameworks, strategies and skills to:

1. Compose coherent, concise and convincing messages
2. Create clear and focused presentations and deliver them with impact
3. Participate actively and spontaneously in a formal small group discussion
4. Advance the level and depth of class discussion through active participation

2. Course Syllabus/Topics

Lesson	Topic/s
1	Introduction Course overview Introduction to Strategic Contingency Model Introductory Presentation (<i>recorded</i>)
2	Field Visit Fieldwork & research for Group Project
3	Oral Communication I Developing executive presence Delivering impactful presentations Verbal & non-verbal delivery skills
4	Oral Communication II Spontaneous speaking in corporate contexts Managing Q&A Review of Introductory Presentation
5	Written Communication I Strategies for persuasive messages Principles of effective message design Writing practice (group)
6	Slide Decks Principles of effective slide design Slide deck reports
7	Written Communication II Review of writing practice (group) Writing practice (individual)
8	Individual Presentation (20%)
9	Oral communication III Strategies for Small Group Communication Communicating effectively in virtual contexts
10	Preparation for Group Project Consultations for Group Project
11	Written Communication III Review of writing practice (individual) Preparation for Writing Test
12	Small Group Communication via Zoom (20%)
13	Writing Test (20%) Slide Deck Report in PDF (20%)

**Order of lessons subject to change*

3. Learning Outcomes

At the end of this course, you should be able to:

1. Analyse audiences and contexts and adapt the message (oral or written) to achieve the desired communication outcome
2. Prepare and deliver effective business presentations
3. Produce clear and persuasive messages for business documents
4. Demonstrate skills for spontaneous communication contexts, including managing Q&A and small group discussions

4. Course Assessments

Final grades will be awarded entirely on the basis of continuous assessment (CA), for activities conducted throughout the course. The assessment structure is as follows:

Components	Group/Individual	Weighting
Individual Presentation	Individual	20%
Writing Test	Individual	20%
Small Group Communication	Individual	20%
Slide Deck Report	Group	20%
Class Participation	Individual	20%
Total		100%

Absence from a seminar session without a valid reason will affect your overall course grade. If you are unwell, please inform your course instructor via email and obtain a Medical Certificate (MC) from a doctor. Without a valid MC, you will not be able to complete any missed graded assignments and will score "0" for that component.

5. References/Recommended Reading List

The recommended texts are available from the NTU Library. Additional references and resources will be provided on the Course Site.

Recommended texts

Strategising Your Communication in the Global Workplace, by David Yew & Ulrike M. Murfett, Pearson, 2022.

Available from https://ntu-sp.primo.exlibrisgroup.com/permalink/65NTU_INST/12u36pr/alma991016854746605146

Communication Strategies for the Global Workplace (2nd ed.), by Ulrike M. Murfett & David Yew, Pearson, 2015.

Call No: HD30.3.M975 2015

Also available from https://ntu-sp.primo.exlibrisgroup.com/permalink/65NTU_INST/3es15n/alma991001843749705146

6. Other requirements

In preparation for the first seminar (**4 July 2023**), you are required to prepare a short presentation (up to **3 minutes**) to introduce yourself. For this task, assume you are an intern at an organisation you aspire to work in upon graduation. You are just starting out in this role, so you want to make a good first impression on your new colleagues.

Your presentation should be video-recorded, without the use of presentation slides or additional video-editing. Further instructions will be provided on the Course Site and in class. You will also be given time to complete this task during class.

7. Instructor Details

Instructor	Office	Email
Lin Aileen		linal@ntu.edu.sg