

Al-Madinah International University (MEDIU)
MQA-01 Document
Area 2: Curriculum Design and Delivery-University Subjects

(4) Managerial Communications - BMGT1043

1.	Name of Course				Managerial Communications			
2.	Course Code				BMGT1043			
3.	Name(s) of academic staff							
4.	Rationale for the inclusion of the course/module in the programme				Communication is a central activity in most human and organizational activities. Communication is one of the important topics of organization behavior. Effective communication is a prerequisite for implementing organizational strategies as well as for managing day to day activities through people. Managers spend more than three fourths of their time in communicating – exchanging information. Communication is found to make the biggest relative contribution to the effectiveness of managers. Or in other words, good communicators are more likely to be adjudged as effective managers			
5.	Semester and Year offered				1/2			
6.	Total Student Learning Time (SLT)		Face to Face			Total Guided and Independent Learning		
	L = Lecture T = Tutorial P = Practical O= Others		L	T	P	O	Guided = 42 Independent = 84 Total = 126	
			28	14	0	0		
7.	Credit Value				3			
8.	Prerequisite (if any)				None			
9.	Objectives: The course is aimed at equipping the students with necessary techniques and skills of communication to inform others inspire them and enlist their activity and willing cooperation in the performance of their jobs.							

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10.	<p>Learning outcomes:</p> <p>At the completion of the subject, students should be able to perform the following tasks:</p> <ul style="list-style-type: none">• To increase the awareness of the importance and value of effective communication practices in organizations.• Write clearly, concisely, and convincingly.• Create impressive formal presentations that are delivered with confidence and poise.• Listen and give and receive feedback effectively.• Identify and adjust to the ethical aspects of corporate communications.• Understand and negotiate the differences in communication between you and people from other backgrounds.• Improve your understanding of the dynamics of group communication.• Explore the nature of conflict in organizations and identify strategies for managing it.
11.	<p>Transferable Skills:</p> <p>Oral communication:</p> <ul style="list-style-type: none">• Introducing topic clearly• Presenting information which is accurate, complete, appropriate to the situation, well Structured, supported by relevant examples• Effective and relevant conclusion <p>Written communication:</p> <ul style="list-style-type: none">• Write effectively and accurately in a variety of structured formats, for example:• Essay writing• Report writing• Taking instructions• Writing letters (of advice)• Dissertation <p>Literacy:</p> <ul style="list-style-type: none">• Able to speak and write complex prose• Use of English in accurate way• Use of legal terminology appropriately

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12.	<p>Teaching-learning and assessment strategy</p> <p>A variety of teaching and learning strategies are used throughout the course, including:</p> <ul style="list-style-type: none"> • Lecture sessions • Tutorial sessions • Case Studies • Student-Lecturer discussion • Collaborative and co-operative learning • Workshops and Training Seminars • Independent study <p>Assessment strategies include the following:</p> <ul style="list-style-type: none"> • Ongoing quizzes • Midterm tests • Performance Assessment (Participation, project, Assigned exercises) • Case Presentations 														
13.	<p>Synopsis:</p> <p>Communication skills are an essential element every employee and manager must have as part of their standard tool set. In this course, through interactive workshops, self-assessments, role-playing activities and video simulations, students will gain practical experience initiating and responding to various forms of communication. They will learn to handle situations based on a flexible, genuine, and self-confident approach. They will also gain the skills to collaborate with others and hone their communications skills</p>														
14.	<p>Mode of Delivery: Face to Face</p> <ul style="list-style-type: none"> • Lecture sessions • Tutorial sessions 														
15.	<p>Assessment Methods and Types:</p> <p>The assessment for this course will be based on the following:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">Coursework</td><td style="text-align: center;">50%</td></tr> <tr> <td style="text-align: center;">Quizzes</td><td style="text-align: center;">10%</td></tr> <tr> <td style="text-align: center;">Assignments</td><td style="text-align: center;">10%</td></tr> <tr> <td style="text-align: center;">Project</td><td style="text-align: center;">10%</td></tr> <tr> <td style="text-align: center;">Mid-Semester Exam</td><td style="text-align: center;">20%</td></tr> <tr> <td style="text-align: center;">Final Examination</td><td style="text-align: center;">50%.</td></tr> <tr> <td style="text-align: center;">Total</td><td style="text-align: center;">100%</td></tr> </table>	Coursework	50%	Quizzes	10%	Assignments	10%	Project	10%	Mid-Semester Exam	20%	Final Examination	50%.	Total	100%
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16.	Mapping of the course/module to the Programme Aims The individual course is mapped to the programme aims using a scale of one to five where (one being the least relevant/related and five being the most relevant/ related).												
	A1	A2	A3	A4	A5	A6							
	3	4	3	3	4	5							
17.	Mapping of the course/module to the Programme Learning Outcomes The learning outcomes of this course are mapped to the eight MQF domains using a scale of one to five where (one being the least relevant/related and five being the most relevant/ related).												
	LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8	LO9	LO10	LO11	LO12	
	3	3	3	3	4	3	3	4	4	3	3	3	
18.	Content outline of the course/module and the SLT per topic												
	WEEK	Details								SLT			
										L	T	Indep.	Total
	WEEK 1	Business and Professional Excellence in the Workplace <ul style="list-style-type: none">Business and Professional Excellence in ContextKEYS to Communication in the WorkplaceDefining CommunicationThe Importance of CommunicationCommunication: A Complex ProcessPrinciples of CommunicationCommunication ApprehensionCommunication Ethics								2	1	6	9

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	WEEK 2 & 3	Entering the work place <ul style="list-style-type: none"> • Landing The Job • The Job Seeking Process • Stage One: Exploring • Stage Two: Researching • Stage Three: Applying • Stage Four: Interviewing • Stage Five: Following Up • Stage Six: Accepting • Keys to Excellence in the Job Seeking Process 	2	1	6	9
	WEEK 4	Getting to Know the Diverse Workplace <ul style="list-style-type: none"> • Learning Your Workplace Culture • Assimilating College Students • Diversity in Your Workplace: Some Important Terms • Examples of Diversity In Professional Contexts • Keys to Excellence in Getting to Know the Diverse Workplace 				
	WEEK 5	Developing in the work place <ul style="list-style-type: none"> • Building Relationships Through Interpersonal Communication • The Importance of Layers and Listening • Exploring Relationships Types at Work • The Line Between Professional and Personal • Professional Etiquette • Keys to Excellence in Interpersonal Communication 	2	1	6	9
	WEEK 6	Strengthening Connections with Team Communication <ul style="list-style-type: none"> • How Do Groups Differ from Teams? • The Role of Communication in Team Building • Sharing Leadership • Problem Solving • Cultivating Innovative Thinking • Conflict • Keys to Excellence Team Communication 	2	1	6	9

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	WEEK 7	Excellence in the Workplace <ul style="list-style-type: none"> Communicating Excellence with Technology Communication and Technology: Tools for Professionals Maintaining Professional Excellence Online Drawbacks of Technology Keys to Excellence with Communication and Technology 	2	1	6	9
	WEEK 8, 9, 10	Presenting with Professional Excellence <ul style="list-style-type: none"> The Importance of Presenting with Professional Excellence Identifying Presentation Opportunities and Purpose Analyzing the Audience Analyzing the Context Researching Organizing Your Presentation Introductions Conclusions Language Supporting Aids (Adding Some Bling) Delivering the Presentation with Professional Excellence Practice Makes Perfect Team Presentations Keys to Excellence in Professional Presentations 	2	1	6	9
	WEEK 11	Writing with Professional Excellence <ul style="list-style-type: none"> The Importance of Written Communication Types of Written Communication Keys to Excellence in Written Communication 	2	1	6	9

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	WEEK 12, 13	Leading with Professional Excellence <ul style="list-style-type: none"> • What is Leadership? • Utilizing Power • Improving Communication with Leadership Theory • Hiring the Right Team • Following Up and Following Through • Communicating About Your Team • Dealing with Difficult People • Giving Feedback • Managing Your Public Image • Keys to Excellence in Leadership 	2	1	6	9
	WEEK 14	Surviving at the workplace <ul style="list-style-type: none"> • Balancing Work and Life Through Communication • The Importance of Work-life Balance • Triggers to Imbalance • Strategies for Balance • Keys to Excellence with Work-Life Balance 	2	1	6	9
		Total	2 8	1 4	8 4	12 6
19.	Main references supporting the course: Adler, R & Elmhorst, J, (2010). <i>Communicating at Work: Principles and Practices for Business and the Professions</i> . (10 th Edition): McGraw Hill					
	Additional references supporting the course: 1. A.C. "Buddy" Krizan, Patricia Merrier, Joyce P. Logan, Karen Schneiter Williams. (2010). <i>Business Communication</i> , (8 th Edition). Cengage Learning. 2. Sidell & Smiley. (2008). <i>Professional Communication Skills in Social Work</i> , (1 st Edition), Pearson					
20.	Other additional information All related subject materials will be available to the students during the period of the course					