

Aalto University, School of Business

MNGT-C4001 - Management Communication, Lecture, 1.3.2023-5.4.2023

Version 6 Feb 2023

SYLLABUS

Credits: 3

Schedule: 01.03. - 05.04.2023; mandatory meetings on Wed 1 & 15 March & 5 April at 13-16

Teacher in charge: Kirsi Eräranta (kirsi.eraranta@aalto.fi)

Language: English

Learning Outcomes

By the end of the course, you will be able to:

1. understand the criticality of defining and choosing an appropriate leadership communication style for the given management context
2. employ relevant theoretical frameworks to analyze, plan and implement effective managerial communications
3. construct sound, compelling and convincing arguments targeted at internal corporate stakeholders

Content

This course helps you to learn how to approach internal managerial communications strategically. The course will provide a set of managerial communication best practices derived from both research and experience, and give you an opportunity to implement these guidelines in a communication project. Feedback from the teacher and peers will help you to enhance your performance as a managerial communicator.

Assessment

Assignments 90%

- Class assignments (individual & group, p/f)
- Project proposal (group, p/f)
- Draft executive summary & presentation plan (group, p/f)
- Peer feedback on executive summaries (p/f)
- Project presentation & final executive summary (group, 0-5, 50 % of course grade)
- Reflection paper (individual, 0-5, 50 % of course grade)

Class contribution 10%

NB: Compulsory attendance at the three sessions

Weekly schedule & course outline

WEEK	DATE	SESSION	ASSIGNMENTS
1	Wed 1 March at 13-16	Introduction (mandatory attendance)	Class assignments
2	Mon 6 March	-	Project proposal
3	Wed 15 March at 13-16	Sensitive managerial messages (mandatory attendance)	Class assignments
4	Mon 27 March	-	Draft executive summary & presentation plan
5	Wed 29 March	-	Peer feedback on executive summaries
6	Wed 5 April at 13-16	Presentations (mandatory attendance)	Final executive summary
7	Wed 12 April	-	Reflection paper