

Aalto University, School of Business

MNGT-C4001 - Management Communication, Lecture, 11.1.-15.2.2024

Version 3 Jan 2024 – **NB. Subject to slight change**

SYLLABUS

Credits: 3

Schedule: 11.1.-15.2.2024, mandatory meetings on Wed 11 Jan, 25 Jan and 15 Feb at 9–12

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 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 100%

- 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 (group, 0-5, 25 % of course grade)
- Final executive summary (group, 0-5, 25 % of course grade)
- Reflection paper (individual, 0-5, 50 % of course grade)

NB: Compulsory attendance at the three sessions

Weekly schedule & course outline

WEEK	DATE	SESSION	ASSIGNMENTS
1	Thu 11 Jan at 9-12	Introduction (mandatory attendance)	Class assignments
2	Thu 18 Jan at 20	-	Project proposal
3	Thu 25 Jan at 9-12	Midpoint meeting (mandatory attendance)	Class assignments
4	Sun 4 Feb at 20	- -	Draft executive summary & presentation plan
5	Thu 8 Feb at 20	-	Peer feedback on ES & PP
6	Thu 15 Feb at 9-12	Presentations (mandatory attendance)	Group presentations
	Fri 16 Feb at 20	-	Final executive summary
7	Wed 21 Feb at 20	-	Reflection paper & group work evaluation