

Aalto University, School of Business

MNGT-C4001 - Management Communication, Lecture, 24.4.–29.5.2024

Version 4 March 2024

SYLLABUS

Credits: 3

Schedule: 24.4.–29.5.2024, mandatory meetings on 24 Apr, 8 May, and 29 May at 13-16

Teachers in charge: Siddhant Ritwick (siddhant.ritwick@aalto.fi) & 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, 0-5, 10% of course grade)
- Draft executive summary & presentation plan (group, p/f)
- Peer feedback on executive summaries (individual, p/f)
- Presentation rehearsal (group, p/f)
- Presentation coaching (individual, p/f)
- Project presentation (group, 0-5, 20% of course grade)
- Peer feedback on presentations (individual, p/f)
- Executive summary & team report (group, 0-5, 20% of course grade)
- Reflection paper & team work evaluation (individual, 0-5, 50% of course grade)

NB: Compulsory attendance at the three sessions

Weekly schedule & course outline

WEEK	DATE	SESSION	ASSIGNMENTS
1	Wed 24 Apr at 13-16	Introduction (mandatory attendance)	Class assignments
2	Tue 30 Apr	-	Project proposal
3	Wed 8 May at 13-16	Midpoint meeting (mandatory attendance)	Class assignments
4	Sun 19 May at 21	- -	Draft executive summary & presentation plan
5	Wed 22 May at 21	-	Coaching on ES & PP
6	By Mon 27 May at 21	-	Presentation rehearsal & coaching
	We 29 May at 13-16	Presentations (mandatory attendance)	Team presentations
	Fri 31 Apr at 21	-	Executive summary & team report
7	Wed 5 Jun at 21	-	Reflection paper & teamwork evaluation