

Course Title		
<b>MLI61A130</b>	<b>BUSINESS COMMUNICATION</b>	<b>3 cr</b>
Course Description and Learning Outcomes		
<p>Business Communication gives students a clear insight into what constitutes effective oral and written business communication in a fast-paced global business environment. The course is highly interactive and task-oriented. Case analyses, written assignments and individual and team presentations will allow students to practice the theories and key concepts introduced during the course. Peer and lecturer feedback will give students a clear picture of their present communication skills, and an indication of how the performance can be enhanced.</p>		
<p><b>Learning outcomes</b> for this course, upon successful completion, include the ability to:</p>		
<p>1) analyze audiences and define objectives to create targeted messages, 2) write coherent and convincing, reader-friendly e-mails, 3) plan and deliver clear, focused and engaging business presentations, and 4) critically assess their own and others' business communications.</p>		

Instructor Name and Profile
<p>Sarri Kukkonen (MA) currently works as communications consultant specializing in multimodal communications and visual change management. She has worked in various educational institutions as a teacher of business communication, English for specific professional purposes and courses on visual communication. Previously she has worked in marketing communications with clients such as S-group, OP, and Paulig. Currently she is finishing her master studies at the Aalto University Department of Organization and Management, specializing in organizational psychology and multimodal corporate communications.</p>
Email Address
<p>Sarri.kukkonen@aalto.fi</p>

Office Hours
<p>After the classes, daily 16.15-17.15</p>

Required Reading
<p>Four reading inputs, available in MyCourses</p>

Course Schedule
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<p><b>Session 1 (Monday, January 7)</b></p> <ul style="list-style-type: none"> <li>• Introductions</li> <li>• Course overview</li> <li>• Communication strategy</li> <li>• Practice case analysis</li> <li>• Instruction for A1a and b</li> <li>• A) communication strategy analysis</li> <li>• B) written request</li> </ul> <p><b>Deduction due to an unexcused absence on first day of the course:</b> 5 points (on a 100-point scale) will be deducted from the student's final raw score before converting it to the final grade.</p>	<p><b>Prepare for next class:</b></p> <ol style="list-style-type: none"> <li>1. A1a: Communication strategy analysis (team)</li> </ol> <p><b>Upload A1a to MyCourses by 11.00 on Tuesday.</b></p> <ol style="list-style-type: none"> <li>2. A1b: Written request 1<sup>st</sup> version (team)</li> </ol> <p><b>Bring a paper copy of A1b to class on Tuesday. You will get feedback on the assignment, and the final version will be due on Wednesday.</b></p> <ol style="list-style-type: none"> <li>3. Read Inputs 1, 2 and 3 (communication strategy, persuasive techniques, effective writing), available in MyCourses</li> </ol>
<p><b>Session 2 (Tuesday, January 8)</b></p> <ul style="list-style-type: none"> <li>• Effective writing</li> <li>• Written request analysis (reader reaction survey)</li> <li>• Peer feedback on A1b written requests</li> </ul>	<p><b>Due today:</b></p> <ul style="list-style-type: none"> <li>• A1a: Communication strategy analysis. <b>Upload to MyCourses by 11.00.</b></li> <li>• A1b: Written request 1<sup>st</sup> version (team).</li> </ul> <p><b>Bring a paper copy of A1b to class. You will get feedback on it, and the final version will be due on Wednesday.</b></p> <p><b>Prepare for next class:</b></p> <ol style="list-style-type: none"> <li>1. A1b: Written request final version (team); <b>Upload to MyCourses by 11.00 on Wednesday.</b></li> <li>2. Read Input 4 (impactful presentations), available in MyCourses</li> </ol>
<p><b>Session 3 (Wednesday, January 9)</b></p> <ul style="list-style-type: none"> <li>• Presentation techniques</li> <li>• Instructions for A2a and A2b</li> </ul> <p>Individual, 5-minute persuasive presentation (a) outline and (b) presentation</p> <ul style="list-style-type: none"> <li>• Presentation practice 1</li> </ul>	<p><b>Due today:</b></p> <ul style="list-style-type: none"> <li>• A1b final version (team); <b>upload to MyCourses by 11.00.</b></li> </ul> <p><b>Prepare for next class:</b></p> <ol style="list-style-type: none"> <li>1. A2a: Individual, 5-min persuasive presentation outline + mindmap of the key points of your communication strategy for the presentation.</li> </ol> <p><b>Upload to MyCourses by 11.00 on Thursday.</b></p> <ol style="list-style-type: none"> <li>2. A2b: Individual, 5-min persuasive presentation <b>and mindmap</b> of key points of your communication strategy for the presentation.</li> </ol>

<p><b>Session 4 (Thursday, January 10)</b></p> <ul style="list-style-type: none"> <li>· Nonverbal communication</li> <li>· A2b Individual persuasive presentations in small groups</li> <li>· Instructions for</li> </ul> <p>A4 team presentation and A5 critical reflection</p>	<p><b>Due today:</b></p> <ul style="list-style-type: none"> <li>· A2a: Individual, 5-min persuasive presentation outline; <b>upload to MyCourses by 11.00</b></li> <li>· A2b: Individual, 5-minute persuasive presentation; <b>deliver in class</b></li> </ul> <p><b>Prepare for next class:</b></p> <ul style="list-style-type: none"> <li>· Review Reading inputs 1-3 + class materials for A3: In-class timed assignment</li> <li>· A4: Team presentation – start working on this</li> </ul>
<p><b>Session 5 (Friday, January 11)</b></p> <ul style="list-style-type: none"> <li>· A3 In-class timed assignment in class (computer lab)</li> <li>· Visual design</li> </ul>	<p><b>Due today:</b></p> <ul style="list-style-type: none"> <li>· A3 In-class timed assignment in class</li> </ul>
<p><b>Session 6 (Monday, January 14):</b></p> <ul style="list-style-type: none"> <li>· A4 Presentation coaching and feedback on visuals, storyline and arguments</li> <li>· Interpersonal workplace communication skills</li> </ul>	<p><b>Due today:</b></p> <ul style="list-style-type: none"> <li>· A4 Presentation visuals – <b>upload to MyCourses by 11 am on Monday.</b></li> </ul>
<p><b>Session 7 (Tuesday, January 15)</b></p> <p>A4 Team presentations 1/2</p> <ul style="list-style-type: none"> <li>· Groups 1-5 present, groups 6-10 as audience and evaluators</li> <li>· Groups 1-5 watch their presentation video after presenting</li> </ul>	<p><b>Due today:</b></p> <ul style="list-style-type: none"> <li>· A4: Team presentations, groups 1-5 present, 6-10 audience</li> </ul>
<p><b>Session 8 (Wednesday, January 16)</b></p> <p>A4 Team presentations 2/2</p> <ul style="list-style-type: none"> <li>· Groups 6-10 present, groups 1-5 as audience and evaluators</li> <li>· Groups 6-10 watch their presentation video after presenting</li> </ul>	<p><b>Due today:</b></p> <ul style="list-style-type: none"> <li>· A4: Team presentations, groups 6-10 present, 1-5 audience</li> </ul> <p><b>Due tomorrow:</b></p> <ul style="list-style-type: none"> <li>· A5: Individual critical appraisal. Return to MyCourses by 10 pm on <b>Thursday, January 17.</b></li> </ul>

<b>Aalto University School of Business, Mikkeli Campus Grading</b>	
<b>Course Requirements and Values</b>	<b>Weighting (%) or maximum points</b>
<b>Requirement 1</b> Written request: communication strategy analysis (10) + request (15). Group.	<b>25</b>
<b>Requirement 2</b> Persuasive presentation: outline (15). Individual.	<b>15</b>
<b>Requirement 3</b> Course exam. Individual.	<b>20</b>
<b>Requirement 4</b> Team presentation (15). Group.	<b>15</b>
<b>Requirement 5</b> Critical presentation appraisal (15). Individual.	<b>15</b>

<b>Requirement 6</b> Preparedness for class; contribution to group activities	<b>10</b>
Note: all assignments are graded on a 0-5 scale	
Total	100

### ECTS GUIDELINES

This course is a 3 ECTS unit course, following the ECTS (European Credit Transfer System) guidelines of Aalto University School of Business. The number of hours the average student is expected to work in the course is 80 (including in-class and out-of-class work).

ECTS Student Workload	
	Number of Hours
<b>Classroom contact hours (on- and off-campus)</b>	<b>24</b>
<b>Out-of-class hours</b>	<b>56</b>
Work with course materials, eg required reading	16
Exam preparation	7
Individual research & writing	18
Team projects (meetings, research, preparation, etc.)	15
Other (please specify)	
<b>Total of all student workload hours</b>	<b>80</b>

### Academic Policy Statements

#### TEXTBOOK POLICY

All required textbooks and other course materials are the responsibility of the student. It is the expectation of faculty that all students will have access to the textbooks and other reading material. If a student is not able to purchase his/her own copy of the textbook or other required reading materials, it is nonetheless the student's responsibility to find a way to complete the reading for the course.

#### CLASS ATTENDANCE AND PARTICIPATION

Class attendance and participation are considered integral parts of teaching and learning at the BScBA program in Mikkeli. Therefore, regular class attendance is required of all students and attendance records are kept for each class. Students are also expected to be in class on time. Late arrivals are seen as being discourteous to the instructor and other

students.

The attendance policy of this course:

- 1) **A maximum of two absences is allowed: one excused and one unexcused OR two excused absences.**

Note: Whenever taking an unexcused absence, the student bears the risk of missing class, and the consequences, which may include a lower participation grade, missing a graded activity, etc.

- 2) **If more than two absences**, it will result in being dropped from the course.
- 3) **Absences are excused** by approval of staff and the instructor for legitimate reasons only (medical certificates or other critical reasons), per the Permission for Absence Form.
- 4) **An unexcused absence on the first day:** an unexcused absence on the first day of the course will result in 5 points (on a 100-point scale) being deducted from the student's final raw score before converting it to the final grade.
- 5) **A student missing a graded activity due to an:**
  - a. **excused absence** will be given special consideration, eg the chance to make up an exam;
  - b. **unexcused absence** may not be able to compensate for the missed work, in which case the student will lose the points for that activity. The final decision in this case is left for the faculty.

Students not able to attend class on a day with a graded activity should make every effort to inform the instructor ahead of time, regardless of the reason.

- 6) **A student getting to class after the session has started** will not be able to enter the classroom until the first break and will get an unexcused absence for the day.
- 7) **The instructor may include class participation as a component of the grade**, up to 15% of the total points that can be earned toward the final grade.

### CODES OF CONDUCT

Academic excellence and high achievement levels are only possible in an environment where the highest standards of academic honesty and integrity are maintained. Students are expected to abide by the Aalto University Code of Academic Integrity, other relevant codes and regulations, as well as the canons of ethical conduct within the disciplines of business and management education.

In addition, the BScBA Program has strict exam regulations in force which must be followed in all test-taking situations.

### Additional Information (Optional)



2018-2019