

Course Title		
<b>MLI61A130</b>	<b>BUSINESS COMMUNICATION</b>	<b>3 cr</b>
Course Description and Learning Outcomes		
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.		
<b>Learning outcomes</b> for this course, upon successful completion, include the ability to:		
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.		

Instructor Name and Profile
Christa Uusi-Rauva (DSc, MSc, MBA, BBA) currently works as a freelance presentation skills trainer in companies as well as a lecturer in business communication at the Aalto University School of Business. She has been at Aalto since 2006. She has several academic publications that focus mainly on environmental communication in organizations and the media. She has also worked in other educational institutions as a teacher of marketing, accounting, and English. In the industry, she has worked in purchasing, marketing, and customer financing at e.g. Kesko and HewlettPackard.

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Office Hours
12-13

Required Reading
Four reading inputs, available in MyCourses

Course Schedule
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<p><b>Session 1 (Wednesday, February 6)</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>• Instructions for A1: 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. A1: Written request 1<sup>st</sup> version (team)</li> </ol> <p><b>Bring a paper copy of A1 to class on Thursday. You will get feedback on the assignment, and the final version will be due on Friday.</b></p> <ol style="list-style-type: none"> <li>2. Read Inputs 1, 2 and 3 (communication strategy, persuasive techniques, effective writing), available in MyCourses</li> </ol>
<p><b>Session 2 (Thursday, February 7)</b></p> <ul style="list-style-type: none"> <li>• Effective writing</li> <li>• Written request analysis</li> <li>• Peer feedback on A1 Written requests</li> <li>• Instructions for A2a and b: Individual, 5-minute persuasive presentation               <ul style="list-style-type: none"> <li>(a) outline and</li> <li>(b) presentation</li> </ul> </li> <li>• Instructions for A5 Critical reflection</li> </ul>	<p><b>Due today:</b></p> <ul style="list-style-type: none"> <li>• A1: Written request 1<sup>st</sup> version (team). <b>Bring a paper copy of A1 to class. You will get feedback on it, and the final version will be due on Friday.</b></li> </ul> <p><b>Prepare for next class:</b></p> <ol style="list-style-type: none"> <li>1. A1: Written request final version (team); <b>Upload to MyCourses by 13.00 on Friday.</b></li> <li>2. Read Input 4 (impactful presentations), available in MyCourses</li> </ol>
<p><b>Session 3 (Friday, February 8)</b></p> <ul style="list-style-type: none"> <li>• Presentation techniques</li> <li>• Presentation practice 1</li> </ul>	<p><b>Due today:</b></p> <ul style="list-style-type: none"> <li>• A1 final version (team); <b>upload to MyCourses by 13.00.</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 <b>Upload to MyCourses by 13.00 on Monday.</b></li> <li>2. A2b: Individual, 5-min persuasive presentation <b>to be given in class on Monday.</b></li> </ol>

<p><b>Session 4 (Monday, February 11)</b></p> <ul style="list-style-type: none"> <li>• Nonverbal communication</li> <li>• A2b Individual persuasive presentations in small groups</li> <li>• Instructions for A4 team presentation</li> </ul>	<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 13.00</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 1-4 + class materials for A3: In-class test</li> <li>• A4: Team presentation – start working on this</li> </ul>
<p><b>Session 5 (Tuesday, February 12)</b></p> <ul style="list-style-type: none"> <li>• A3 In-class test in class (computer lab): quiz on readings + written task</li> <li>• Visual design</li> </ul>	<p><b>Due today:</b></p> <ul style="list-style-type: none"> <li>• A3 In-class test in class</li> </ul> <p><b>Prepare for next class:</b></p> <ul style="list-style-type: none"> <li>• A4 presentation story and visuals + max. 2-min presentation teaser. <b>Also upload A4 visuals to MyCourses by 13.00 on February 13.</b></li> <li>• A2b presentation revised based on feedback that received on Feb 11</li> </ul>
<p><b>Session 6 (Wednesday, February 13)</b></p> <ul style="list-style-type: none"> <li>• A4 Presentation teasers + coaching and feedback on visuals, storyline and arguments</li> <li>• Presentation practice 2: A2b presentation again in new small groups, modified based on the feedback that received on Feb 11</li> </ul>	<p><b>Due today:</b></p> <ul style="list-style-type: none"> <li>• A4 Presentation visuals – bring to class on laptop or on paper. Be ready to give max. 2-min presentation teaser. <b>Also upload A4 visuals to MyCourses by 13.00.</b></li> </ul>
<p><b>Session 7 (Thursday, February 14)</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>

<b>Session 8 (Friday, February 15)</b>  A4 Team presentations 2/2 <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>	<b>Due today:</b> <ul style="list-style-type: none"> <li>A4: Team presentations, groups 6-10 present, 1-5 audience</li> </ul> <b>Due tomorrow:</b> <ul style="list-style-type: none"> <li>A5: Individual critical appraisal. Return to MyCourses by 11 pm on <b>Sunday, February 17.</b></li> </ul>
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Aalto University School of Business, Mikkeli Campus Grading	
Course Requirements and Values	Weighting (%) or maximum points
Requirement 1 Written request (10). Group.	10%
Requirement 2 Persuasive presentation outline (15). Individual.	15%
Requirement 3 Course test. Quiz (10) + written task (20). Individual.	30%
Requirement 4 Team presentation (15). Group.	15%
Requirement 5 Critical presentation appraisal (20). Individual.	20%
Requirement 6 Preparedness for class; contribution to group activities	10%
Note: all assignments graded on a 0-5 scale, and the final grade is a weighted average of all the grades. Please see below.	
Total	100
Conversion scale from weighted average to final grade	Final grade (official scale)
4.5 and above	5
3.5-4.49	4
2.5-3.49	3
1.5-2.49	2
0.5-1.49	1
0 – 0.49	0

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>Contact hours (on- and off-campus)</b>	<b>24</b>
<b>Out-of-class hours (specified below)</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

Late assignments are not accepted. Students are not able to re-do assignments, or do any extra assignments to improve grades.