

Course Title		
MLI61A130	Business Communication	3 cr
Learning Outcomes and Content		
<p><b>Outcome:</b> Learning outcomes 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.</p> <p><b>Content:</b> 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>Cefr: Starting level C1</p>		

Instructor Name and Profile
<p><b>Mark Badham</b> is Senior Lecturer in Corporate Communication at Jyväskylä University School of Business &amp; Economics. He gained his PhD at Aalto University School of Business in April 2018. Mark has lectured in Finland at Aalto University (2014-2016), Haaga-Helia University of Applied Sciences (2012-2014) and University of Helsinki (2016), in Lithuania at ISM University of Management &amp; Economics (2019) and at LCC International University in Lithuania (2017-2018), in Estonia at Estonian Business School (2018) and University of Tallinn (2018), and in Australia at Bond University (1996-2007).</p> <p>Since moving to Finland in June 2011, Mark became a Founding Board Member of the Finland Australia Business Council (January 2014 – August 2017) and Chairperson of the International Communications Group at ProCom (Finnish Association of Communication Professionals) (January 2015 – July 2017 and August 2021 - present).</p> <p>Prior to entering into a full-time academic career, Mark was a part-time university teacher while working full-time in corporate communication roles (eg government relations/public affairs, communication campaign strategy, and media relations) for politicians, political parties, government departments and NGOs in Australia.</p>

Email Address
mabadham@jyu.fi

<b>Office Hours</b>
16.00-17.00 (email first to set up an appointment)

<b>Required Reading</b>
4 reading inputs, available in MyCourses

<b>Course Schedule</b>		
Session # and Date	Topic/s	Assignment/s
<p><b>Session 1</b> (13.00-16.00, Monday, 3 January)</p> <ul style="list-style-type: none"> <li>• Introductions</li> <li>• Course overview</li> <li>• Communication strategy</li> <li>• Persuasive Techniques</li> <li>• Instructions for assignment A1: Written request Orion case analysis (in teams)</li> </ul>	<ul style="list-style-type: none"> <li>• Course overview</li> <li>• Communication Strategy</li> <li>• Persuasive Techniques</li> </ul>	<p><b>Prepare for next session:</b></p> <ol style="list-style-type: none"> <li>1. <u>A1 Written Request 1<sup>st</sup> version (team assignment)</u></li> </ol> <p>Have your A1 Written Request 1st Version ready for peer feedback tomorrow. Another team will give you feedback in class. The final version will be due on Wednesday.</p> <p><b>Read before class:</b> Inputs 1 &amp; 2 (Communicating strategically &amp; Persuasive techniques), available in MyCourses</p>

<p><b>Session 2</b> (13.00-17.00, Tuesday, 4 January)  <b>Note extra 1 hour today</b></p> <ul style="list-style-type: none"> <li>Effective business writing</li> <li><u>A1 Written Request 1<sup>st</sup> Version</u> analysis: <ul style="list-style-type: none"> <li>Peer feedback</li> <li>Improvement exercises</li> <li>Share with another team for feedback</li> </ul> </li> <li>Instructions for <u>A2 Individual, 5-minute persuasive presentation</u> <ul style="list-style-type: none"> <li>(a) Strategy Outline</li> <li>(b) Presentation</li> </ul> </li> <li>Instructions for <u>A5 Critical reflection</u></li> </ul>	<p>Effective Business Writing</p>	<p><b>Due today:</b></p> <ul style="list-style-type: none"> <li><u>A1 Written Request 1<sup>st</sup> Version</u> (team assignment).  <b>Prepare 'A1 Written Request 1st Version' ready to share with another team today.</b></li> </ul> <p><b>Read before class:</b> Input 3 (Reader-focused business writing), available in MyCourses</p> <p><b>Prepare for next session:</b></p> <ol style="list-style-type: none"> <li><u>A1: Written Request final version</u> (team assignment).  <b>Each team to submit in MyCourses by 13.00 tomorrow.</b></li> <li>Read Input 4 (impactful presentations), available in MyCourses</li> <li><u>A2a</u> 1<sup>st</sup> version:  Choose A2 topic  Prepare A2a draft version to show peers in class  Come to class prepared to present your topic (max. 2 minutes, no slides) - explain context + how you will plan your presentation (eg arguments).</li> </ol>
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<p><b>Session 3</b> (13.00-16.00, Wednesday, 5 January)</p> <ul style="list-style-type: none"> <li>• Presentation techniques</li> <li>• Present <u>A2a</u> Presentation Strategy Outline 1<sup>st</sup> version: <ul style="list-style-type: none"> <li>In pairs, read &amp; give feedback on each other's A2a draft version</li> <li>A2 presentation of topics (max. 2 minutes, no slides)</li> </ul> </li> </ul>	<p>High Impact Presentations</p>	<p><b>Due today:</b></p> <ul style="list-style-type: none"> <li>• <u>A1 Written Request final version</u> (team assignment). <b>Each team to submit in MyCourses by 13.00 today.</b></li> <li>• Choose <u>A2 topic</u>: Show draft A2a to peers in class  Present your topic (max. 2 minutes, no slides) - explain context + how you will plan your presentation (eg arguments).</li> </ul> <p><b>Read before class:</b> Input 4 (Impactful presentations), available in MyCourses</p> <p><b>Prepare for next session:</b></p> <ul style="list-style-type: none"> <li>• <u>A2a Presentation Strategy Outline</u> <b>Upload to MyCourses by 13.00 on Friday.</b></li> <li>• <u>A2b: Individual, 5-min persuasive presentation to be given in class on Friday.</u></li> </ul>
<p>Thursday, Jan 6</p>	<p><b>Epiphany</b></p>	<p><b>No course activities</b></p>

<p><b>Session 4</b> (13.00-16.00, Friday, 7 January)</p> <ul style="list-style-type: none"> <li>• Nonverbal communication</li> <li>• <u>A2b Individual presentations</u> in small groups</li> <li>• Instructions for <u>A4 Persuasive Team Presentation</u></li> <li>• In-class post-presentation discussion of common presentation pros &amp; cons (contributes to <u>A5 Critical reflection</u>)</li> </ul>	<p>Nonverbal Presentations</p>	<p><b>Due today:</b></p> <ul style="list-style-type: none"> <li>• <u>A2a Individual, 5-min Individual, 5-min Presentation Strategy Outline</u>; <b>upload to MyCourses by 13.00</b></li> <li>• <u>A2b Individual, 5-minute presentation</u>; <b>deliver in class</b></li> </ul> <p><b>Prepare for next session:</b></p> <ul style="list-style-type: none"> <li>• Review Reading Inputs 1-4 + class materials for <u>A3: In-class test</u></li> <li>• <u>A4 Persuasive Team Presentation</u> – start working on this; prepare A4 presentation teaser (max. 60 seconds) to present in class: (1) Topic, (2) Context &amp; (3) Main Points</li> </ul>
<p><b>Session 5</b> (13.00-16.00, Monday, 10 January)</p> <ul style="list-style-type: none"> <li>• <u>A3 In-class test</u> (in My Courses): quiz on readings + written task</li> <li>• Visual design</li> <li>• <u>A4 Persuasive Team Presentation teasers</u> (max. 60 seconds)</li> </ul>	<p>Visual Design</p>	<p><b>Due today:</b></p> <ul style="list-style-type: none"> <li>• <u>A3 In-class test</u> in class</li> </ul> <p><b>Prepare for next session:</b></p> <ul style="list-style-type: none"> <li>• <u>A4 Persuasive Team Presentation</u> strategy summary (arguments) &amp; visuals</li> </ul>
<p><b>Session 6</b> (13.00-17.00, Tuesday, 11 January) <b>Note extra 1 hour today</b></p> <ul style="list-style-type: none"> <li>• Individual teacher-team consultation sessions: <u>A4 Persuasive Team Presentation</u> strategy summary &amp; visuals</li> </ul>		<p><b>Due today:</b></p> <p><u>A4 Persuasive Team Presentation</u> strategy summary (arguments) &amp; visuals for teacher-team consultation session</p> <p><b>Prepare for next session:</b></p> <p><u>A4 Persuasive Team Presentations</u></p>

<p><b>Session 7</b> (13.00-17.00, Wednesday, 12 January)</p> <p><b>Note extra 1 hour today</b></p> <p><u>A4 Persuasive Team Presentations</u></p>		<p><b>Due today:</b></p> <ul style="list-style-type: none"> <li>• <u>A4: Persuasive Team Presentation</u></li> </ul> <p><b>Due next:</b></p> <ul style="list-style-type: none"> <li>• <u>A5: Individual Critical Appraisal</u>. Return to MyCourses by 11 pm on <b>Friday, 14 January</b>.</li> <li>• <u>A6 Contribution to group assessment work (part of A6 Participation)</u>. Return to MyCourses by 11 pm on <b>Friday, 14 January</b>.</li> </ul>
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Grading		
Course Requirements	Due	Weighting (%) or maximum points
Requirement 1 <b>A1</b> Written request (10). Group.	13.00 5 January	10%
Requirement 2 <b>A2a</b> Presentation Strategy Outline (15). Individual.	13.00 7 January	15%
Requirement 3 <b>A3</b> Course Test. Quiz (10) + Written Task (20). Individual	In class 10 January	30%
Requirement 4 <b>A4</b> Team Presentation (15). Group	13.00 12 January	15%
Requirement 5 <b>A5</b> Individual Critical Appraisal (20). Individual	23.00 14 January	20%
Requirement 6 Participation (10). Individual.	23.00 14 January	10%
Total		100
Conversion scale	Final grade (official scale)	
90 - 100	5	
80 - 89	4	
70 - 79	3	
60 - 69	2	
50 - 59	1	
0 - 49	0	

**ECTS STUDENT WORKLOAD**

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).

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

## ACADEMIC POLICY STATEMENTS

### 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.

### 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 (2021 - 2022 Pilot)

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.

If the student participates in the final exam/assessment, it will be graded and counted towards the final grade.

The attendance policy of this course:

- 1) **A maximum of one absence of any kind is allowed.** More absences will result in being dropped from the course.
- 2) **To allow some flexibility considering the transition back to campus, an absence on the first day of class will not result in a 5-point deduction.**
- 3) Whenever taking an absence, **the student bears the risk of missing class**, and the consequences, which may include a lower participation grade, missing a graded activity, etc.
- 4) **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 absence for the day.
- 5) It is expected that **students marked present for the day are in class the entire time.**
- 6) **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.

The instructor for the course will take attendance in classes. The decision to drop a student from a course will be made by the instructor, who will inform Mari Syväoja, Manager of Academic Operations: [mari.syvaoja@aalto.fi](mailto:mari.syvaoja@aalto.fi).

***This new policy will be in use as a pilot process for the academic year 2021 - 2022 and will be evaluated after that.***

#### **Additional Information**

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