

Course Title		
MLI61A130	Business Communication	3 cr
Learning Outcomes and Content		
<p>Outcome: 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>Content: 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>Mark Badham is Senior Lecturer in Corporate Communication at Jyväskylä University School of Business & 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 & 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

Office Hours
16.00-17.00 (email first to set up an appointment)

Required Reading
4 reading inputs, available in MyCourses

Course Schedule		
Session # and Date	Topic/s	Assignment/s
<p>Session 1 (13.00-16.00, Wednesday, 2 February)</p> <ul style="list-style-type: none"> • Introduction • Course overview • Communication strategy • Persuasion techniques • Effective business writing • Instructions for assignment A1: Written request Orion case analysis (in teams) 	<ul style="list-style-type: none"> • Communication strategy • Persuasion techniques • Effective business writing 	<p>Prepare for next class:</p> <ol style="list-style-type: none"> 1. <u>A1: Written request 1st version (team assignment)</u> <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 Friday.</p> <p>Read before class: Inputs 1, 2 and 3 (communication strategy, persuasive techniques, effective writing), available in MyCourses</p>

<p>Session 2 (13.00-16.00, Thursday, 3 February)</p> <ul style="list-style-type: none"> • <u>A1 Written request 1st version</u> analysis: <ul style="list-style-type: none"> Peer feedback Improvement exercises • Instructions for <u>A2 Individual, 5-minute persuasive presentation</u> <ul style="list-style-type: none"> (a) Strategy Outline (b) Presentation • Instructions for <u>A5 Critical Reflection</u> 		<p>Due today:</p> <ul style="list-style-type: none"> • <u>A1: Written request 1st version</u> (team assignment). <p>Prepare 'A1 Written Request 1st Version' ready to share with another team today.</p> <p>Prepare for next class:</p> <ol style="list-style-type: none"> 1. <u>A1: Written request final version</u> (team assignment). Submit in MyCourses by 13.00 tomorrow. 2. Read Input 4 (impactful presentations), available in MyCourses 3. <u>A2a 1st version:</u> Choose A2 topic Prepare A2a 1st 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).
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<p>Session 3 (13.00-16.00, Friday, 4 February)</p> <ul style="list-style-type: none"> • Presentation techniques • Present <u>A2a</u> Presentation Strategy Outline 1st version: In pairs (in Zoom Breakout Rooms), read & give feedback on each other's A2a draft version A2 presentation of topics (max. 2 minutes, no slides) 	<p>High Impact Presentations</p>	<p>Due today:</p> <ul style="list-style-type: none"> • <u>A1 Written request final version</u> (team assignment). Each team to submit in MyCourses by 13.00 today. • Choose <u>A2 topic</u>: Show A2a 1st version to peers in class Present your topic (max. 2 minutes, no slides) - explain context + how you will plan your presentation (eg arguments). <p>Prepare for next class:</p> <ul style="list-style-type: none"> • <u>A2a Presentation Strategy Outline</u> Upload to MyCourses by 13.00 on Monday. • <u>A2b: Individual, 5-min persuasive presentation to be given in class on Monday.</u>
<p>Session 4 (13.00-16.00, Monday, 7 February)</p> <ul style="list-style-type: none"> • Nonverbal communication • <u>A2b presentations</u> in small groups • Instructions for <u>A4 Persuasive Team Presentation</u> • In-class post-presentation discussion of common presentation pros & cons (contributes to <u>A5 Critical Reflection</u>) 	<p>Nonverbal Presentations</p>	<p>Due today:</p> <ul style="list-style-type: none"> • <u>A2a: Individual, 5-min Persuasive Presentation Outline; upload to MyCourses by 13.00</u> • <u>A2b: Individual, 5-minute persuasive presentation; deliver in class</u> <p>Prepare for next class:</p> <ul style="list-style-type: none"> • Review Reading inputs 1-4 + class materials for <u>A3: In-class test</u> • <u>A4: Team presentation</u> – start working on this; prepare A4 presentation teaser (max. 60 seconds) to present in class: (1) Topic, (2) Context & (3) Main Points

<p>Session 5 (13.00-16.00, Tuesday, 8 February)</p> <ul style="list-style-type: none"> • <u>A3 In-class test</u> (in My Courses): quiz on readings + written task • Visual design • <u>A4 Persuasive Team Presentation</u> teasers (max. 60 seconds) 	<p>Visual Design</p>	<p>Due today:</p> <ul style="list-style-type: none"> • <u>A3 In-class test</u> in class <p>Prepare for next class:</p> <ul style="list-style-type: none"> • <u>A4 Persuasive Team Presentation</u> strategy summary (arguments) & visuals
<p>Session 6 (13.00-16.00, Wednesday, 9 February)</p> <ul style="list-style-type: none"> • Individual teacher-team consultation sessions: <u>A4 Persuasive Team Presentation</u> strategy summary & visuals 		<p>Due today:</p> <ul style="list-style-type: none"> • <u>A4 Persuasive Team Presentation</u> strategy summary (arguments) & visuals for teacher-team consultation session <p>Prepare for next session: <u>A4 Persuasive Team Presentations</u></p>
<p>Session 7 (13.00-16.00, Thursday, 10 February)</p> <p><u>A4 Persuasive Team Presentations</u> 1/2</p> <ul style="list-style-type: none"> • Groups 1-5 present, groups 6-10 as audience & evaluators • Groups 1-5 watch their presentation video after presenting 		<p>Due today: <u>A4: Persuasive Team Presentation:</u></p> <ul style="list-style-type: none"> • All teams to submit their slides in MyCourses by 13.00 today. <p>Groups 1-5 present, Groups 6-10 as audience & evaluators</p>

<p>Session 8 (13.00-16.00, Friday, 11 February)</p> <p><u>A4 Team presentations</u> 2/2</p> <ul style="list-style-type: none"> • Groups 6-10 present, groups 1-5 as audience & evaluators • Groups 6-10 watch their presentation video after presenting 		<p>Due today:</p> <p><u>A4: Team presentations:</u></p> <ul style="list-style-type: none"> • Groups 6-10 present, Groups 1-5 as audience & evaluators <p>Due next:</p> <ul style="list-style-type: none"> • <u>A5: Individual Critical Appraisal.</u> Return to MyCourses by 9 am on Monday, 14 February. • <u>A6 Contribution to group assessment work (part of A6 Participation).</u> Return to MyCourses by 9 am on Monday, 14 February.
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Grading	
Course Requirements	Weighting (%) or maximum points
Requirement 1 A1 Written Request (10). Group.	10%
Requirement 2 A2a Presentation Strategy Outline (15). Individual.	15%
Requirement 3 A3 Course test. Quiz (10) + written task (20). Individual	30%
Requirement 4 A4 Team Presentation (15). Group	15%
Requirement 5 A5 Individual Critical Appraisal (20). Individual	20%
Requirement 6 Participation (10). Individual.	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	
<p>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).</p>	
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	
Total of all student workload hours	80

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 PARTICIPATION

A hallmark of the Mikkeli program is student engagement in the classroom, which for this course is an online learning space. Students are expected to participate actively in the course and follow lectures and other presentations, whether synchronous ("live") or asynchronous (recorded). Assignment deadlines will be enforced as for regular courses. As always, faculty will evaluate your achievement of the learning outcomes of the course through assessment methods approved by the program director. A passive approach to the course will negatively affect your grade. In practical terms, this means that the instructor for the course will take attendance in the synchronous sessions. **Any student who is absent for 20% or more of the synchronous sessions may be dropped from the course.** 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.

Additional Information

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

2021-2022