

Aalto University, School of Business

**MNGT-C4001 - Management Communication, Lecture, 28.2.-10.4.2024**

Version 19 Feb 2024 – **NB. May be subject to slight change**

# SYLLABUS

**Credits:** 3

**Schedule:** 28.2.-10.4.2024, mandatory meetings on 28 Feb, 13 Mar, and 10 Apr at 13-16

**Teacher in charge:** 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	<b>Wed 28 Feb at 13-16</b>	Introduction (mandatory attendance)	Class assignments
2	Wed 6 Mar at 21	-	Project proposal
3	<b>Wed 13 Mar at 13-16</b>	Midpoint meeting (mandatory attendance)	Class assignments
4	Sun 24 Mar at 21	- -	Draft executive summary & presentation plan
5	Wed 27 Mar at 21	-	Peer feedback on ES & PP
6	By Mon 8 Apr at 21	-	Presentation rehearsal & coaching
	<b>Wed 10 Apr at 13-16</b>	Presentations (mandatory attendance)	Team presentations
	Fri 12 Apr at 21	-	Executive summary & team report
7	Wed 17 Apr at 21	-	Reflection paper & team work evaluation