

**National University of Singapore
NUS Business School
Department of Management and Organisation**

Module: MNO2706: Communication for Business Leaders

Session: Semester 2, AY2017/18

Instructors:

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Module Description:

The primary purpose of this course is to cultivate a mindset shift – to be an effective leader, one has to be an effective communicator. This course weighs heavily on oral communication skills, and is centred on real-life business examples to facilitate students' understanding of the factors that are critical for business communication. Throughout the course, specific examples from the Asian business environment will be incorporated as will some of the basic ethical issues.

The ability to communicate effectively affects one's employability and career success. Achieving success in one's career depends on one's ability to develop relationships, collaborate across teams, present ideas clearly, ask thoughtful questions and listen skillfully.

This course is for students pursuing the Bachelor of Business Administration (Accountancy) programme.

Learning Outcomes:

At the end of this module, students will learn:

- **Business communication principles** including what makes effective communication effective
- **Behaviours that are core to effective communication, and leadership:** show up, speak up, look up, team up, never give up and lift others up (Kanter, 2013). Students will learn about active listening, verbal and non-verbal communication and presentation skills in the business context
- **Social media communication** – use of social media for business and digital branding
- **Written communication** – business communication e.g., email, giving feedback, using professional, clear and concise language

Modes of Teaching and Learning:

This is an interactive course to develop students' skills and knowledge on how to communicate as a business leader. Emphasis will be placed on oral communication – to boost students' confidence and oral competence in the business context. Students will have many opportunities to practise speaking in both structured and spontaneous situations.

The modes of teaching and learning include:

- lectures
- guided Q&A
- role play and acting
- debate
- case analysis
- peer feedback
- blogging
- interactions with corporate leader(s)

Syllabus:

(Elaboration of major topics to be covered)

This course is based on key communication building blocks that are oral communication, presentation skills, social media strategy and written communication. Students will have an opportunity to learn from the instructor, each other and where possible – an industry leader.

The course will cover the following topics:

1. Overview of course and communication models
2. Oral communication and how to present like a leader
3. Body language and non-verbal communication
4. Presentation and discussion with corporate leader(s)
5. Individual practice presentations (video-taped)
6. Essential leadership behaviours, oral clinics, and giving and receiving feedback
7. Social media communication
8. Graded individual presentations (video-taped)
9. More on social media communication and team communication
10. Storytelling and persuasion
11. Group project presentations (video-taped)
12. Written communication
13. Summary of course and sharing of personal learning journey

* There might be changes to the lesson plan.

Readings:

To be announced on IVLE.

Assessment (%):

In-class participation and learning contributions:	25%
Individual presentation:	25%
Group response to social media assignment:	40% (presentation 20%, report 20%)
Written communication assignment:	<u>10%</u>
Total	100%

Pre-requisite(s):**Preclusion(s):****ACADEMIC HONESTY & PLAGIARISM**

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubts, you should consult your instructor.

Additional guidance is available at:

<http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct>

Online Module on Plagiarism:

<http://emodule.nus.edu.sg/ac/>