

## **MNO2706 BUSINESS COMMUNICATION FOR LEADERS**

AY 2020/2021 Semester 2

### **Instructor:**

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### **1. Description**

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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 focuses on oral communication skills and draws on real-life business examples to facilitate students' understanding of the factors that are critical for business communication. The ability to communicate effectively, both face-to-face and online, 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 skilfully.

### **2. Learning Objectives**

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The key objectives of this module are:

- Know the principles of effective communication for business leaders
- Understand practices that are central to effective communication and leadership: active listening, verbal and non-verbal communication and business presentation skills
- Enhance awareness of the opportunities and constraints associated with communication in virtual settings

### **3. Teaching Modes**

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This is a highly interactive module that allows you to develop skills and knowledge necessary to communicate effectively as a business leader. Emphasis will be placed on oral communication. You will have many opportunities to practice speaking in structured and spontaneous situations, including in mediated, virtual settings.

Classes will be conducted in a seminar format. The course will be learner-centered. I will set norms of openness, mutual respect, active participation and preparedness because much of the learning in this course will be through peer-led and self-learning. To gain the most from each class, you should:

- Be prepared for all classes, having completed the readings and assignments
- Be open-minded and participate actively in class
- Be willing to question, think critically and learn from others

You will learn from a variety of resources (such as videos and articles) as well as activities such as lectures, peer teaching, peer feedback, critiques, role-plays, coaching, and reflection.

### **4. Course Materials**

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Lecture notes, assigned readings, videos, exercises and multimedia links will be made available on LumiNUS. You are expected to read, watch, and fully utilize these opportunities for learning.

## 5. Schedule\*

SESSION	TOPIC	READING
1 11-15 Jan	Course introduction Principles of communication	Murfett, U. M., & Yew, D. (2014). <i>Communication strategies for the global workplace</i> . Chapters 1, 2. Pearson Education South Asia Pte Limited.
2 18-22 Jan	Verbal communication	Anderson, C. (2013). How to give a killer presentation. <i>Harvard Business Review</i> , June, 121-125.
3 25-29 Jan	Non-verbal communication <u>Peer teaching (PT) 1</u>	Hollenbeck, G. P., & Hall, D. T. (2004). Self-confidence and leader performance. <i>Organizational Dynamics</i> , 33, 254-269.
4 1-5 Feb	Giving & receiving feedback Practice individual presentation	
5 8-12 Feb	Coaching clinic	
6 15-19 Feb	Team communication <u>PT2</u> Coaching clinic	Marlow, S. L., Lacerenza, C. N., Paoletti, J, Burke, C. S, Salas, E. (2018). Does team communication represent a one-size-fits-all approach?: A meta-analysis of team communication and performance. <i>Organizational Behaviour and Human Decision Processes</i> , 144, 145-170.
20-28 Feb	Recess Week: No Class	
7 1-6 Mar	Graded individual presentation	
8 8-12 Mar	Coaching clinic <u>PT3</u>	
9 15-19 Mar	Coaching clinic <u>PT 4</u>	
10 22-26 Mar	Persuasion and storytelling	Denning, S. (2004). Telling tales. <i>Harvard Business Review</i> , May, 122-129.
11 29 Mar-2 Apr	Group project in-class consultation	
12 5-9 Apr	Group project presentation	
13 12-16 Apr	Review and looking ahead	

\*This schedule is subject to change. Instructor will inform students of any updates ASAP.

## 6. Assessment

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Overall course grades are based on evaluations of both individual and collaborative work. **Please refer to guideline for each assessment component in separate documents.** As for all graded exercises in Singapore schools, final grades reflect relative performance among peers. **Foreign students should take note of this and consult your Singaporean classmates on this issue.**

Participation/contributions to learning	25%
Individual presentation	25%
Individual learning journal	15%
Group presentation	35%

## 7. Academic Honesty

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Please acknowledge all references and sources that you use in your work. This is not just good manners but also academic honesty. Please note the University's policy below:

“Academic integrity and honesty are essential for the pursuit and acquisition of knowledge. The University and School expect every student to always uphold academic integrity & honesty. 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/>