

## **MNO2706 BUSINESS COMMUNICATION FOR LEADERS**

AY 2023/2024 Semester 1

### **Instructor:**

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BIZ1 08-48

### **1. Description**

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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 skilfully. 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 factors that are critical for business communication.

### **2. Learning Objectives**

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The key objectives of this course are:

- Understand and apply 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

### **3. Teaching Modes**

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This is a highly interactive course 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.

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 Canvas. You are expected to read, watch, and fully utilize these opportunities for learning.

## 5. Schedule\*

SESSION	TOPIC	READING
1 15 Aug	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 22 Aug	Verbal communication <u>Peer teaching (PT) 1</u>	Munter, M., & Hamilton, L. (2014). Speaking: Verbal structure. In M. Munter & L. Hamilton (Eds.). <i>Guide to managerial communication</i> (pp. 85-103). Edinburgh Gate: Pearson Education.
3 29 Aug	Non-verbal communication <u>PT2</u>	McGonigal, K. (2016). Engage: How anxiety helps you rise to the challenge. Chapter 4 in <i>The Upside of Stress</i> . NY: New York, Penguin.
4 5 Sep	Giving & receiving feedback Practice individual presentation	
5 12 Sep	Team communication Coaching clinic	Pentland, A. (2012). The new science of building great teams. <i>Harvard Business Review</i> , April, 61-70.
6 19 Sep	Coaching clinic	
23 Sep- 1 Oct	Recess Week: No Class	
7 3 Oct	Graded individual presentation	
8 10 Oct	<u>PT3 &amp; PT4</u> Coaching clinic Group project introduction	
9 17 Oct	Coaching clinic	
10 24 Oct	Persuasion and storytelling	Denning, S. (2004). Telling tales. <i>Harvard Business Review</i> , May, 122-129.
11 31 Oct	Group project in-class consultation	
12 7 Nov	Group project presentation	
13 14 Nov	Review and looking ahead	

\*This schedule is subject to change. You will be informed 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 provided by the instructor.**

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: "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 Course on Plagiarism:

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

### NUS Policy on AI

The following are always improper uses of AI tools:

- Generating an output and presenting it as your own work or idea.
- Generating an output, paraphrasing it, and then presenting the output as your own work or idea.
- Processing an original source not created by yourself to plagiarize it (e.g., using an AI paraphrasing tool to disguise someone else's original work, or even the output of an AI tool, and then presenting the final output as your own work or idea).

All of the above violate NUS policies on academic honesty and anyone found to have done any of them will be dealt with accordingly. Keep in mind that even though AI tools are not authors and thus cannot be harmed by someone stealing an idea from them, it's still wrong of you to represent yourself as having produced something when you didn't produce it.

If you completed any work with the aid of an AI tool, assuming a setting in which the instructor gave permission for such tools to be used, you should always acknowledge the use. Using the outputs of an AI tool without proper acknowledgement is equivalent to lifting or paraphrasing a paragraph from a source without citation and attracts the same sanctions.