

BUSINESS AND ADMINISTRATIVE COMMUNICATION

GU8 Global MBA Syllabus MBA Center, Xiamen University

Instructor : Lisa Kusnomo Xin Zhou
Class Location : Jiageng Building #1, Rm. 501
Class Time : July 22 & 24 & 28 & 30, 9:00 am – 4:00 pm
E-mail : lisa0709@gmail.com whua@jingxian.xmu.edu.cn

Course Objective

Everything a businessperson does is communication: conversations; dress; gesture; body language; positioning in a room; stories, true or false, that leak from private into public life; meetings; speeches; electronic communications; writing; interviews; chosen attitudes towards superiors, colleagues, and subordinates; orchestrated communication campaigns.

For the most part, in your future careers, you will have to communicate about subjects like policy, finance, sales, marketing, production, or employee relations. You will need to communicate to demonstrate skills such as leadership, persuasiveness, consensus-building, initiative, and cooperation. Even though you will encounter a wide range of communication situations in your future career, there are certain capacities every manager needs to develop: good writing, good speaking, and good situation analysis.

By participating fully in this course, you will:

1. Hone the principles of effective communication from audience analysis to message construction suitable for various situations.
2. Apply the principles learned to analyze and solve two classic business communication cases which capture the essential elements of communication.

Textbook

Business and Administrative Communication, 6th ed.
Kitty O. Locker
McGraw-Hill

Methods of Teaching

- Students will have opportunities to develop their skills individually, collaboratively in groups, and through interactive class discussions.
- A rich variety of activities, such as case discussions, classroom exercises, and role-plays, are provided to integrate the knowledge and skills learned throughout the course.
- Lectures are conducted to explain and elaborate key points.
- Continuous evaluation of student performance will be conducted periodically to assess student progress in the course.

Class Policy

1. Attendance at every class is crucial because your active participation is mandatory. Participation consists of good attendance, turning in homework and assignments, willingness to volunteer in class discussions, and pulling your weight in group work.

In the business world, your failure to attend regular company meetings will be noticed, commented upon, and if repeated, reflected in your performance evaluation. Your failure to appear in class has similar consequences because you are expected to contribute to every class discussion and because you will have work due for every class period.

As a courtesy to your fellow students, please arrive on time and show up for every session ready to participate in the day's discussion. Arriving late to class detracts from your performance and distracts the class as a whole.

2. Plagiarism and cheating are unacceptable and will not be tolerated.

Components of Course Grade

Group Presentation	50%
Individual Report	50%

Course Content (To be continued)

	Topic
1	<p>Introduction to Business Communication</p> <p>This chapter motivates students to improve their communication skills, offers an overview of communication in organizations, discusses the cost of poor correspondence, identifies trends in business and administrative communication, and shows students how to solve business and communication problems.</p>
2	<p>Building Goodwill</p> <p>This chapter discusses ways to make messages friendlier, more persuasive, and more humane, focusing on you-attitude, positive emphasis, and bias-free language. All will help you achieve your purposes, and suggest that you care not just about money but also about your readers and their needs and interests.</p>
3	<p>Audience Analysis</p> <p>This chapter introduces students to audience analysis. In addition to identifying five types of audiences, it discusses specific strategies for adapting messages to different types of audiences and how to identify and develop reader benefits. Students should return to it throughout the semester as they analyze audiences for the messages they write and the presentations they give.</p>
4	<p>Making Oral Presentations</p> <p>This chapter gives specific guidelines for planning, organizing, and delivering effective oral presentations, including how to adapt a presentation to an audience and how to determine if an oral message is the best choice.</p>

<p style="text-align: center;">5</p>	<p>Informative and Positive Messages</p> <p>This chapter discusses informative messages and positive messages, which are among the most frequently written types of correspondence. It also discusses the criteria for good subject lines and explains the importance of using reader benefits in informative and positive messages. It introduces e-mail messages and discusses e-mail etiquette.</p>
<p style="text-align: center;">6</p>	<p>Negative Messages</p> <p>This chapter covers messages whose basic point is negative. Negative messages can be distinguished from positive messages, which may have some negative information, in two ways: the positive information in a negative message is usually quite limited, and that information is not the reader's central concern.</p>
<p style="text-align: center;">7</p>	<p>Persuasive Messages</p> <p>This chapter discusses persuasion, the strategy used when the writer wants the reader to do something. Persuasive messages can be simple or complicated, direct or indirect; the strategy depends on what the writer wants the reader to do and on the writer's assessment of the reader's position.</p>
<p style="text-align: center;">8</p>	<p>Yellowtail Marine Case</p> <p>Yellowtail Marine provides a classic overview of business communication because it presents the sort of raw evidence any manager is likely to encounter in a new job. It encourages the students to pull together the central elements they have learned in the previous lessons.</p>
<p style="text-align: center;">9</p>	<p>Vanrex Case</p> <p>Vanrex emphasizes the power of language and the importance of style and tone. It encourages the discussion of substance, perception, and style in external communication about environmental issues. In addition, this case introduces the topic of business and the media.</p>

Course Schedule

- July 21(Mon)** Reception
- July 22 (Tue)** Lecture by Prof. Lisa Kusnomo (TBA)
- July 23(Wed)** *Site Visit: Xiamen Kinglong Automotive Ltd.*
- July 24 (Thu)** Lecture by Prof. Lisa Kusnomo (TBA)
- July 25(Fri)** *Site Visit: Xiamen Sptwolves-Clothing Ltd.*
- July 26(Sat)** *Culture Site Visit: Hakka Earth Building Complex in Longyan-Yongding County*
- July 27(Sun)** Free Time
- July 28 (Mon)** Lecture by Prof. Xin Zhou (TBA)
- July 29(Tue)** *Site Visit: Xiamen International Port
Activities in Ximen LeisureYacht Club*
- July 30(Wed)** Lecture by Prof. Xin Zhou (TBA)
- July 31(Thu)** *Culture Site Visit: Xiamen Gulangyu Island*
- August 1(Fri)** Semina presentations
- August2(Sat)** Farewell party and reception