

**Bachelor of Business Administration Program (English Program)**

**Business Administration Department**

**Faculty of Management Sciences**

**Prince of Songkhla University**

**Semester 2, 2019/20**

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**472-315 Business Communication**

**Timetable:** Tuesday and Thursday: 08:30 – 10:30

**Classroom:** 315 and Zoom (online platform)

**No. of Hours:** 60 hours/semester - 4 hours per week

**Lecturer:** Arno Immelman, M. Sc

**Office:** G 211/2

**Mid-term Exam:** No examination for this module

**Final Exam:** No examination for this module

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1. **Course description:**

For students to develop global-orientated business communication skills and review the major forms of *business communication*. By the end of the course, students will be able to identify the different types of communication methods with different stakeholder groups. Students will be able to plan and disseminate different messages in line with the organisation's overall communication strategies.

Throughout the course, there will be looked at how corporate communication has changed over the course of time and how these changes are shaping how organisations are communicating with their stakeholders.

2. **Teaching activities:**

Teaching activities are varied and involve a range of topic based activities and assignments as well as lectures, powerpoint presentations and case studies.

This course has been divided into 30 theoretical hours and 30 practical hours to provide students with both an academic perspective together with hands-on practical activities.

3. **Main Reference:**

Cornelissen, J. (2020). *Corporate Communication: A Guide to Theory and Practice* (6<sup>th</sup> ed.), SAGE Publication Ltd.

4. **Course Objectives:**

- To develop a broad range of international business communication skills.
- To gain hands on practical experience of situations regarding business communication.
- To gain relevant knowledge useful in today's global business world.
- To gain skills in professionalism, teamwork in relation to communication on the global stage

5. **Course requirements:**

Students are required to attend no less than 80% of all the classes during the semester as well as completing all given assignments. Students are also expected to participate fully in all class discussions and activities.

6. **Class Plan: 15 weeks**

<b>Week</b>	<b>Topics</b>	<b>Content</b>	<b>Method etc.</b>
Week 1	<b>Part 1: Introduction</b>	<u>Defining Corporate Communication.</u> ➤ Scope and Definition ➤ Trends in Corporate Communication ➤ Case Studies and Examples ➤ Key Terms and Summary	Lectures and Discussions  PowerPoint Presentation
Week 2	<b>Introduction</b>	<u>Corporate Communication in Contemporary</u>	Lectures and

		<u>Organisations:</u> <ul style="list-style-type: none"> <li>➤ Integrated Communication</li> <li>➤ Drivers for Integrated Communication</li> <li>➤ Organising Corporate Communication</li> <li>➤ Case Studies and Examples</li> <li>➤ Discussions</li> <li>➤ Key Terms and Summary</li> </ul>	Discussions/ Teamwork Activity  PowerPoint Presentation
Week 3	<b>Part 2: Conceptual Foundation</b>	<u>Stakeholder Management and Communication:</u> <ul style="list-style-type: none"> <li>➤ Stakeholder Management and the Nature of Stakes</li> <li>➤ Stakeholder Communication</li> <li>➤ Stakeholder Engagement</li> <li>➤ Discussions, Key Terms, and Summary</li> </ul>	Lectures and Discussions  PowerPoint Presentation  In-class Activities, Discussions and Case Studies
Week 4	<b>Conceptual Foundation</b>	<u>Corporate Identity, Branding and Corporate Reputation:</u> <ul style="list-style-type: none"> <li>➤ Corporate Image, Identity and Reputation Explained</li> <li>➤ Aligning Image, Identity and Reputation</li> <li>➤ Case Studies, Examples and Summary</li> </ul>	Lectures and Discussions  PowerPoint Presentation  Explanation of First Assignment and Presentation
Week 5	<b>Additional Topic: Internal and External Communication in Business</b>	<u>Defining Internal and External Communication:</u> <ul style="list-style-type: none"> <li>● Relevant Stakeholders Affected by Internal and External Communication</li> <li>● Effectively Applying Internal and External Communication in the Workplace</li> </ul>	Lectures and Discussions  PowerPoint Presentation  Journal Article Analysis
Week 6	<b>Assessment 1: Report and Presentation (20%)</b>	<ul style="list-style-type: none"> <li>● Students are required to hand in reports and give presentations</li> </ul>	Presentations

Week 7	<b>Part 3: Corporate Communication in Practice</b>	<u>Communication Strategy and Strategic Planning:</u> <ul style="list-style-type: none"> <li>➤ Developing a Communication Strategy</li> <li>➤ Strategic Messaging and Content Platforms</li> <li>➤ Planning and Executing Communication Programmes and Campaigns</li> <li>➤ Discussions</li> <li>➤ Key Terms and Further Readings</li> <li>➤ Case Study Analysis</li> </ul>	Lectures and workshop activities  PowerPoint Presentation  In-class Activities
Week 8	<b>Corporate Communication in Practice</b>	<u>Research and Evaluation:</u> <ul style="list-style-type: none"> <li>➤ Methods and Measure</li> <li>➤ Measuring Corporate Reputation</li> <li>➤ Theories on Measuring the Effects of Communication</li> <li>➤ Discussions and Case Examples</li> </ul>	Lectures  Workshops and In-class Practice
Week 9	<b>Additional Topic: Crisis Management and Communication</b>	<u>Additional Topic:</u> <ul style="list-style-type: none"> <li>● Crisis Management Defined</li> <li>● Phases in Crisis Management</li> <li>● Crisis Management Teams</li> </ul>	Lectures  In-Class Activity: Journal Article Analysis and Reporting
Week 10	<b>Part 4: Specialist Areas in Corporate Communication</b>	<u>Media Relations:</u> <ul style="list-style-type: none"> <li>➤ Journalism and News Organisations</li> <li>➤ The Effects of News Coverage on Corporate Reputation</li> <li>➤ Framing News Stories</li> <li>➤ Case Studies and Examples</li> </ul>	Lectures and Discussions  Workshop Activities
Week 11	<b>Specialist Areas in Corporate Communication</b>	<u>Employee Communication:</u> <ul style="list-style-type: none"> <li>➤ Defining Employee Communication</li> <li>➤ Employee Communication and Organisational Identification</li> <li>➤ Voice, Silence and Stimulating Employee Participation</li> <li>➤ Social Media, Networks and Communities in Practice</li> <li>● <b>Discuss Final Assessment - Combining</b></li> </ul>	Lectures and Discussions  Case Study Analysis and Class Activities

		<b>what was learned throughout the semester</b>	
Week 12	<b>Specialist Areas in Corporate Communication</b>	<u>Issues Management:</u> <ul style="list-style-type: none"> <li>➤ Defining issues</li> <li>➤ Managing Issues</li> <li>➤ Influencing Public Policies</li> <li>➤ Anti-corporate Activism</li> <li>➤ Case Studies and Examples</li> <li>➤ Summary</li> <li>➤ Review of Final Assessment</li> </ul>	Lectures, Discussions  Case Studies  Review of Final Assessment
Week 13	<b>Part 5: New Development in Corporate Communication</b>	<u>Leadership and Change Communication:</u> <ul style="list-style-type: none"> <li>➤ Defining Leadership and Change</li> <li>➤ Communication during Change</li> <li>➤ Effective Leadership Communication</li> <li>➤ Case Studies and Examples</li> </ul>	Lectures and Class Discussions  In-Class Activities
Week 14	<b>New Development in Corporate Communication</b>	<u>Corporate Social Responsibility (CSR) and Community Relations:</u> <ul style="list-style-type: none"> <li>➤ Defining Corporate Social Responsibility and Communication</li> <li>➤ Community Relations</li> <li>➤ Case Studies and Examples</li> </ul>	Class Discussions and Lecture  Case Study Analysis
Week 15	<b>Assessment: Class Presentation and Report Hand-In (30%)</b>	<ul style="list-style-type: none"> <li>● Group Presentation – Combination of what was learned in class during the semester</li> </ul>	Final Presentations and Hand-Ins

**7. Class Assessment:**

Class Participation and Attendance	20%
Assessment: Report and Presentation	20%
In-Class Activities	30%
Assessment: Final Report and Presentation	30%

**Total .....100 %**

## 8. Grading

<b>Grade</b>	A	B+	B	C+	C	D+	D	E
<b>Score</b>	80+	79-75	74-70	69-65	64-60	59-55	54-50	49-0

## 9. Rubric Criteria (For all Presentations and Speaking Activities)

<b>Criteria:</b>	<b>Exemplary (80%-100%)</b>	<b>Satisfactory (60% – 79%)</b>	<b>Pass (50%-59%)</b>	<b>Fail (Below 50%)</b>
Organisation and Structure (25)	Each item is well organized. Complete and correct. The presentation is structured and well plan. The transition is smooth.	Each item is organized there is a few minor errors. The presentation is structured with a minimum mistake. The transition is smooth.	Most items are organized Most work is complete with several minor errors. The presentation is structured with a minimum mistake. The transition is smooth.	Most items are not organized. Work is incomplete with many errors. The presentation consists with many mistakes and not smooth out.
Contents and Message (35)	Message selected to present match with the audience perfectly. The content was completed and reasonable.	Message selected to present match with the audience. The content was somehow completed.	Message selected to present match with the audience only part of it. The content was not completed and not reasonable.	Most of the message was not match with the audience. The content was not questionable and unclear.
Time Management (10)	Use time effectively and be able to end the presentation within time scope exactly.	Use time effectively and be able to manage the presentation within frame.	Use time almost effective and almost end the presentation on time.	Manage time ineffective at all. Need to practice more or learn to manage time when presenting.
Presenter(s) Style and Flow (30)	Movements are fluid. Holds audience attention and communicate at all time. Good use of tone and voice and time interval to interest the audience. Displays self-confident, relax, and no tensions when presenting.	Movements, gestures, and eyes contact are used at all time. Use of tone and voice and time interval with few mistake. Make minor mistakes, but quickly recovers from them, still self-confident, relax, and no tensions when presenting.	Medium movement or gesture or eyes contact with audience. Use of tone and voice and time interval with many mistakes. Show some tension while presenting but quickly recovers from them, still self-confident, relax.	Little movement or gesture or eyes contact with audience. . Use of tone and voice and time interval with many mistakes. Show much tension and has trouble recovering from mistakes. Don't have much confident when presenting.

