



UNIVERSITI TEKNOLOGI MARA

CMP281: COMMUNICATION MANAGEMENT

Course Name (English)	COMMUNICATION MANAGEMENT APPROVED
Course Code	CMP281
MQF Credit	3
Course Description	This course will expose students to the field of communication management and focuses on skills and strategies that manage the needs in today's workplace. The course gives a basic guideline for students on skills and strategies necessary for successful and effective communication in organization. Students will be exposed to the role of communication in organizations, managerial writing strategies and also interpersonal communication strategies in organization to ensure they have a strong foundation to pursue their studies and careers in communication management.
Transferable Skills	leadership skill, communication skill organizational skill
Teaching Methodologies	Lectures, Discussion
CLO	CLO1 Explain the managerial communication concepts in communication and media perspective. CLO2 Present verbally issues on managerial communication in communication and media industry. (A2) (PLO5) CLO3 Discuss managerial communication issues in communication and media perspective.
Pre-Requisite Courses	No course recommendations
Topics	
1. Management Communication in Transition 1.1) What Do Managers Do All Day? 1.2) The Roles Managers Play 1.3) Major Characteristics of the Manager's Job 1.4) What Varies in a Manager's Job? The Emphasis 1.5) Management Skills Required for the Twenty-First Century 1.6) Talk Is the Work 1.7) The Major Channels of Management Communication are Talking and Listening 1.8) The Role of Writing 1.9) Communication Is Invention 1.10) Information Is Socially Constructed	
2. Persuasion 2.1) The Human Belief System 2.2) Two Schools of Thought 2.3) The Objectives of Persuasion 2.4) Outcomes of the Attitudinal Formation Process 2.5) The Science of Persuasion	
3. Nonverbal Communication 3.1) A Few Basic Considerations 3.2) Nonverbal Categories 3.3) The Nonverbal Process 3.4) Reading and Misreading Nonverbal Cues 3.5) Functions of Nonverbal Communication 3.6) Principles of Nonverbal Communication 3.7) Dimensions of the Nonverbal Code 3.8) The Communication Environment 3.9) Body Movement	

<p>4. Communication Ethics</p> <p>4.1) The Ethical Conduct of Employers 4.2) Defining Business Ethics 4.3) Three Levels of Inquiry 4.4) Three Views of Decision Making 4.5) An Integrated Approach 4.6) The Nature of Moral Judgments 4.7) Distinguishing Characteristics of Moral Principles 4.8) Four Resources for Decision Making 4.9) Making Moral Judgments 4.10) Applying Ethical Standards to Management Communication 4.11) Statements of Ethical Principles</p>
<p>5. Intercultural Communication</p> <p>5.1) Intercultural Challenges at Home 5.2) Cultural Challenges Abroad 5.3) Business and Culture 5.4) Definitions of Culture 5.5) Some Principles of Culture 5.6) Functions of Culture 5.7) Ethnocentrism 5.8) Cross-Cultural Communication Skills</p>
<p>6. Communication and strategies</p> <p>6.1) Defining Communication 6.2) Elements of Communication 6.3) Principles of Communication 6.4) Levels of Communication 6.5) Barriers to Communication 6.6) Communicating Strategically 6.7) Successful Strategic Communication 6.8) Why Communicating as a Manager Is Different 6.9) Crisis Communication</p>
<p>7. Managing Conflicts</p> <p>7.1) A Definition of Conflict 7.2) Conflict in Organizations 7.3) Sources of Conflict in Organizations 7.4) Sensing Conflict 7.5) The Benefits of Dealing with Conflict 7.6) Styles of Conflict Management 7.7) So, What Should You Do? 7.8) What If You're the Problem?</p>
<p>8. Dealing with New Media</p> <p>8.1) Introduction 8.2) Why Interviews are Important 8.3) Should You, or Shouldn't You? 8.4) A Look at The News Media 8.5) Getting Ready 8.6) Making it Happen 8.7) Staying in Control of an Interview</p>
<p>9. Communication Ethics</p> <p>9.1) The Ethical Conduct of Employers 9.2) Defining Business Ethics 9.3) Three Levels of Inquiry 9.4) Three Views of Decision Making 9.5) An Integrated Approach 9.6) The Nature of Moral Judgments 9.7) Distinguishing Characteristics of Moral Principles 9.8) Four Resources for Decision Making 9.9) Making Moral Judgments 9.10) Applying Ethical Standards to Management Communication 9.11) Statements of Ethical Principles</p>
<p>10. Technology</p> <p>10.1) Life in the Digital Age 10.2) Communicating Digitally 10.3) Electronic Mail 10.4) Privacy and Workplace Monitoring 10.5) The Internet and Online Behavior 10.6) Text Messaging 10.7) Social Media 10.8) Etiquette and Office Electronics 10.9) Working Virtually</p>

11. Business Meetings That Works

- 11.1) What's the Motivation for Meeting?
- 11.2) So, Why Meet?
- 11.3) What is a Business Meeting?
- 11.4) When Should I Call a Meeting?
- 11.5) When Should I Not Call A Meeting?
- 11.6) What Should I Consider as I Plan for a Meeting?
- 11.7) How Do I Prepare for a Successful Meeting?
- 11.8) What Form or Meeting Style Will Work Best?
- 11.9) How Do I Keep a Meeting on Track?
- 11.10) What Should I Listen for?

12. Speaking

- 12.1) Why Speak?
- 12.2) How to Prepare a Successful Management Speech
- 12.3) Develop a Strategy
- 12.4) Get to Know Your Audience
- 12.5) Determine Your Reason for Speaking
- 12.6) Learn What You Can About the Occasion
- 12.7) Know What Makes People Listen
- 12.8) Understand the Questions Listeners Bring to Any Listening Situation
- 12.9) Recognize Common Obstacles to Successful Communication
- 12.10) Support Your Ideas with Credible Evidence

13. Writing

- 13.1) An Introduction to Good Business Writing
- 13.2) Fifteen Ways to Become a Better Business Writer
- 13.3) Writing a Business Memo
- 13.4) The Six Communication Strategies
- 13.5) Writing an Overview Paragraph
- 13.6) Sample Overviews
- 13.7) The Informative Memo
- 13.8) The Persuasive Memo
- 13.9) Standard Formats for Memos
- 13.10) Meeting and Conference Reports

14. Listening and Feedback

- 14.1) An Essential Skill
- 14.2) Why Listen?
- 14.3) The Benefits of Better Listening
- 14.4) The Role of Ineffective Listening Habits
- 14.5) An Inventory of Poor Listening Habits
- 14.6) Developing Good Listening Habits
- 14.7) The Five Essential Skills of Active Listening
- 14.8) A System for Improving Your Listening Habits

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	Group project	50%	CLO3
	Presentation	Presentation	20%	CLO2
	Test	Test	30%	CLO1

Reading List	Recommended Text	O'Rourke, J. S. 2014, <i>Management Communication International Edition</i> , 5 Ed., Pearson United State
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	