



**UNIVERSITI TEKNOLOGI MARA**

**CMP410: PRINCIPLES OF COMMUNICATION MANAGEMENT**

<b>Course Name (English)</b>	PRINCIPLES OF COMMUNICATION MANAGEMENT <b>APPROVED</b>
<b>Course Code</b>	CMP410
<b>MQF Credit</b>	3
<b>Course Description</b>	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 organisation. Students will be exposed to the role of communication in organisations, managerial writing strategies and also interpersonal communication strategies in organisation to make sure they have a strong foundation to pursue their studies and careers in communication management.
<b>Transferable Skills</b>	Communication skills, negotiation skills, written skills
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Case Study, Discussion, Presentation, Small Group Sessions
<b>CLO</b>	CLO1 Explain the basic concepts, theories, processes and techniques of communication management in organisation. CLO2 Discuss the impact of communication management in organisational setting CLO3 Present ideas in written and oral presentation related to managerial communication.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction: Communication Strategies and Applications</b> 1.1) Overview of Management Communication 1.2) Historical Overview of Managerial Communication 1.3) Management Communication in Ancient Times 1.4) Contemporary Dynamics Affecting Communication Contingencies	
<b>2. The Managerial Communication Process</b> 2.1) Levels of Managerial Communication 2.2) A Strategic Approach 2.3) Feedback and Measures of Effectiveness 2.4) Critical Errors in Communication	
<b>3. Technologically Mediated Communication</b> 3.1) A framework for using Technologically Mediated Communication 3.2) Matching Technology and the Message 3.3) A Look to the Future 3.4) The Management Challenge	
<b>4. Contemporary Managerial Writing</b> 4.1) Collaborative Writing 4.2) The Unique Role of Managerial Writing 4.3) Stage One: Planning 4.4) Stage Two: Composing 4.5) Stage Three: Revising	
<b>5. Routine Message</b> 5.1) Audience Adaptation 5.2) Strategies 5.3) Specific Types: Direct Messages 5.4) Specific Types: Indirect Messages 5.5) Letter Formats 5.6) Internal Correspondence	

<b>6. Management Reports and Proposals</b> 6.1) The Report Writing Process 6.2) Strategic Considerations 6.3) Memo and Letter Reports 6.4) Elements of the Formal Report 6.5) Visual Aids
<b>7. Managerial Listening</b> 7.1) Benefits of Listening 7.2) Barriers to Listening 7.3) General Techniques for Listening 7.4) Specific Techniques for Active Listening 7.5) Listening to Informal Communication 7.6) Developing a Listening Climate
<b>8. Nonverbal Communication</b> 8.1) The Importance of Nonverbal Communication 8.2) The Functions of Nonverbal Cues Movement 8.3) Understanding Nonverbal Communication Codes 8.4) Spatial Messages 8.5) Personal Appearance 8.6) Voice 8.7) Nonverbal Signs of Deception
<b>9. Intercultural Managerial Communication</b> 9.1) Defining Culture 9.2) Intercultural Myths 9.3) Nonverbal Sensitivity 9.4) Identifying a Good Intercultural Communicator 9.5) Developing Intercultural Sensitive Managers
<b>10. Conflict Management</b> 10.1) Sources of Conflict 10.2) Strategies in Conflict Resolution 10.3) Problem Solving: The Win-Win Strategy 10.4) Conflict and Management Success
<b>11. Managerial Negotiation</b> 11.1) A Strategic Model for Negotiations 11.2) Layer 1: Culture and Climate 11.3) Layer 2: Sender, Receiver and Purpose 11.4) Layer 3: Time, Environment, Content and Channel 11.5) Layer 4: Core Strategies
<b>12. Conducting Interviews</b> 12.1) Barriers to Effective Interviews 12.2) Questions that lead to Effective Interviews 12.3) Employment Interviews 12.4) Performance Review Interviews
<b>13. Managing Meetings and Teams</b> 13.1) Advantages and Disadvantages of working in Teams 13.2) Strategic Considerations for Meetings

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Explain the basic concepts, theories, processes and techniques of communication management in organisation.	15%	CLO1
	Assignment	Present ideas in written and oral presentation related to managerial communication.	25%	CLO3
	Quiz	Explain the basic concepts, theories, processes and techniques of communication management in organisation.	20%	CLO1

Reading List	Recommended Text
	<ul style="list-style-type: none"> <li>Hynes, G. E. 2015, <i>Managerial Communication: Strategies and Appl</i>, 5 Ed., McGraw-Hill. New York</li> </ul>

Article/Paper List	
	This Course does not have any article/paper resources

Other References	
	<ul style="list-style-type: none"> <li>• Book Mary Munter, Lynn Hamilton 2013, <i>Guide to Managerial Communication (10th Edition)</i> , Pearson</li> <li>• Book Philip G Clampitt 2017, <i>Communicating for Managerial Effectiveness (6th Edition)</i> , Sage, University of Wisconsin, Green Bay, USA</li> <li>• Book Robyn Walker 2014, <i>Strategic Management Communication for Leaders</i> , Cengage Learning</li> <li>• Book Alan Anderson 2015, <i>Management: Take Charge of your Team: Communication, Leadership, Coaching and Conflict Resolution:</i> , CreateSpace Independent Publishing Platform</li> <li>• Book James, S.O.R 2013, <i>Management Communication. (5th Edition)</i>, Pearson, UK</li> </ul>