LSPR Communication & Business Institute

Subject Syllabus

Subject Code : **COMM05**

Subject Title : **Principles of Management Communication**

Subject Specification : In this subject students will only learn how to be a good managerial communicator in an organization. How to handle an internal communication crisis.

Subject Overview : Principles of Management Communication covers the following chapters describing how communication became the determining factor in human development and remains so in specific related situations.

Course Objectives :

Through this course:

1. The students will be introduced first to the basics - how communication forms the foundation of evolutionary processes. The main reasons why humans communicate—to survive, reproduce, and express themselves as humans. Through this course also students will understand how to describe how people communicate—through spoken and written language, technology, and media.
2. The students understand Management communication as the central skill in the global workplace of the twenty-first century.
3. The students will be understanding the language and its inherent powers, combined with the skill to speak, write, listen, and form interpersonal relationships in corporate management

Course Method : The course consists of lectures, presentations, discussions, and assignments.

Learning Outcome (Competence) :

Knowledge:

1. To understand the foundation Management Communication
2. To understand the point of view in communication

Skill :

3. To know how to define and setting goals in communication
4. To know how to define audience, message and choosing media to communicate

Attitude:

5. Students will be able to be a good communicator who build a good communication in certain way that suitable for certain condition and situation

Course content :

Week	Topic
1	Foundations of Management Communication & Setting Goals
2	Audience Analysis & Point of View in Communication
3	Message: Content & Argument
4	Writing & Speaking
5	Choosing Media
6	Technology
7	Review before Midterm test
8	Mid Examination
9	The Role of Management in Communication
10	Communication Planning
11	Communication Implementation Strategy
12	Communication Management Control System
13	Application of Management Communication Concept
14	Monitoring and Evaluation the Communication Program
15	Review for final test
16	Final Examination

Grading System :
In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :
As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	100%

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the above mentioned items.

Scheme of Work :

Sess ion	Title/Topic	Area Discussion	Activities
1	Foundations of Management Communication & Setting Goals	1. Overview the field, main schools of thought, basic analytical tools, key ethical considerations, and how to serve as a credible source. 2. Defining and Organizing communications tasks in a general management context ; clarifying goals .	lecturing
2	Audience Analysis & Point of View in Communication	1. Identifying, understanding and ranking your audience. 2. Understanding competing motives, needs and viewpoints.	Lecturing & Discussion

3	Message: Content & Argument	Shaping the messages that will achieve your goal.	lecturing & Discussion
4	Writing & Speaking	Writing: Business Writing as an expression of the values and beliefs of an organization which provides analysis of and justification for our best ideas Speaking: knowing why we should speak	lecturing& Discussion
5	Choosing Media	Discuss how social media differs from mass media.	
6	Technology	Discuss how technology impacting the way people communicate in organization	Lecturing & Discusssion
7	Review before Midtest		
8. Midterm Test			
9	The Role of Management in Communication	to understand the concept of management applied in communication	1. Lecturing 2. First assignment: a. Find 1 crisis/problem that happened in a company that actually arise because of bad internal communication b. Find the purpose of the business (the reason why they do what they're doing)

10	Communication Planning	To Understand planning in communication should be able to create guidelines that can facilitate the implementation of an activity	1. Lecturing 2. Second assignment: After finishing the first assignment, make an analysis about Public Relations based on study case that you have found before (bad publication, or bad risk management study case. please pick one only). This planning could be a suggestion later for the company
11	Communication Implementation Strategy	To understand how to implement the planning in the organization	1. Lecturing 2. Third Assignment: a. Start to make a plan for this particular problem, choose what function of communication that you want to apply in this problem. What goal do you would like to achieve in order to solve the problem or to avoid same crisis to happen in the future b. Start to develop a communication Strategy (based on material in session 11)
12	Management Communication Control System	To understand different types of control in management	1. Lecturing 2. Fourth Assignment: a. In solving a problem there should be a control in certain area of communication, please


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			choose the type of control that you want to apply and emphasize in your paper, still related to the crisis (problem) that you have chosen before
13	Application of Management Communication Concept	To understand in how to do the application of the management communication concept to the internal communication	1. Lecturing 2. Fifth Assignment: a. To be able to apply certain concept into internal communication we need to certain indicators to measure the effectiveness of the communication. Please emphasize the material into your actual crisis (problem)
14	Monitoring and Evaluation the Communication Program	To understand the difference between monitoring and evaluation To be able to make planning of monitoring and evaluation in (internal) communication program	1. Lecturing 2. Sixth Assignment: a. How will the process of monitoring and evaluation be? Please make the plan in how you will do the monitoring and evaluation based on the material of Session XIV
15	Review Before UAS	Review all the assignment 1-6 by the lecturer	
16. Final Test			

Midterm Paper Guideline **:** Study case based on the PPT slides from slide 1-6 (attached in the subject's folder)

Final Paper Guideline **:** Make a communication plan for internal communication based on the crisis situation in the selected study case (attached in the subject's folder)

References **:**

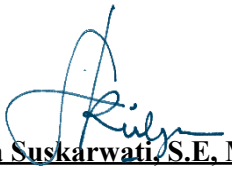
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2. O'Rouke, James S (2014) Management Communication. Edinburgh: Pearson
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Prepared by:



Cyntia Keliat. S.I.Kom., M.M.

Checked by :



Sri Ulya Suskarwati, S.E, M.Si.
Head of Communication Science Study Programme

Reviewed by :



Mikhael Yulius Cobis, M.Si, M.M.
Dean of Communication Faculty

Approved by :



Dr. Janette Maria Pinariya
Vice Rector I