

COURSE DETAIL

ORGANIZATIONAL COMMUNICATION AND ITS SOCIAL CONTEXT

Country

China

Host Institution

Fudan University

Program(s)

Fudan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication Business Administration

UCEAP Course Number

129

UCEAP Course Suffix**UCEAP Official Title**

ORGANIZATIONAL COMMUNICATION AND ITS SOCIAL CONTEXT

UCEAP Transcript Title

ORGANIZATIONAL COMM

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course introduces the basics of management communication theories and strategies. Topics include audience analysis, communicator credibility, message construction and delivery, channel choice, and organizational context. The primary focus involves interpersonal skills, the skill of active listening, reflective responses, organizational communication and network, stakeholder and system theory, and communication skills, crisis communication and management, negotiation, presentation skills, cross-cultural communication, writing strategies, public relations, etc. The course includes the study and discussion of communication theory and business cases in order to analyze and understand the strategic thinking and skills in communicating with others both within and outside the organization.

Language(s) of Instruction

English

Host Institution Course Number

MANA130324

Host Institution Course Title

ORGANIZATIONAL COMMUNICATION AND ITS SOCIAL CONTEXT

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management

Course Last Reviewed

2020-2021

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