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

The course introduces the basics of managerial communication theories and strategies: audience analysis, communicator credibility, message construction, channel choice and organizational context. Primary focus of the course involves (but not limited to) Interpersonal Communication Skills, Active Listening Skills and Reflective Responses, Organizational Communication and Network, Stakeholder Theory and System Theory, Crisis Communication and Management, Negotiation Strategies and Tactics, Effective Presentation Skills, Cross-cultural Communication and Management, Managerial Writing Strategies and Techniques, Public Relations Management, etc.

Students will study communication theories and discuss business cases in order to analyze and understand the strategic thinking of managerial communication and to apply the skills in communicating with others both within and outside the organization.

Language(s) of Instruction
English

Host Institution Course Number
MANA130324,BA30031

Host Institution Course Title
ORGANIZATIONAL COMMUNICATION AND ITS SOCIAL CONTEXT

Host Institution Course Details
https://ogp.fudan.edu.cn/16092/list.htm

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management

Course Last Reviewed
2025-2026

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