

## 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 Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Management

[Print](#)