COURSE DETAIL

LEADERSHIP AND MANAGEMENT COMMUNICATION
Country China
Host Institution Tsinghua University
Program(s) Tsinghua University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 142
UCEAP Course Suffix
UCEAP Official Title LEADERSHIP AND MANAGEMENT COMMUNICATION
UCEAP Transcript Title LEAD & MGMT COMM
UCEAP Quarter Units 3.00
UCEAP Semester Units 2.00

Course Description

This course aims to cultivate students' self-awareness, leadership development, and communication skills based on the fundamental theories and principles of leadership and management communication. The course consists of self-assessment, practical training workshops, case study, and experiments. Students will learn: leadership style and effective leaders, leading groups and organization, communication and effective methods. Students will acquire skills such as: goal-oriented leadership communication, evaluation of personality traits, cognitive abilities, and decision styles and assessment of communication style and effective communication. And students will be able to enhance leadership and group productivity, improve effective communication, and capture potential requirements to design products and services.

Language(s) of Instruction

Host Institution Course Number
40160912

Host Institution Course Title
LEADERSHIP AND MANAGEMENT COMMUNICATION

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2024-2025

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