

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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