
School of Information Management

MMIM 581-Special Topic: Communications Theory and Practice for Managers

Trimester 2 2011

COURSE OUTLINE

Contact Details

Course Coordinator and

Instructor:

Associate Professor Lalita Rajasingham

Room RH 429

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Office Hours:

Thursdays: 10am-3 pm. Additional meetings will be by appointment. Email will be answered daily.

Dates:

11 July-14 October 2011

Time:

Seminars TUES: 5.40-7.30 pm

Location:

RHG03

Assessment:

Research case presentation (40%); Class participation (10%);
Case Study (50%)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before 22 July 2011.
2. The standard last date for withdrawal from this course is 23 September for courses with 12 teaching weeks. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an '*Application for Associate Dean's Permission to Withdraw Late*' including supporting documentation

The application form is available from either of the Faculty's Student Customer Service Desks.

Course Content

This course examines relevant concepts and logic of communications theories to draw connections between theoretical concepts and practices for managers in diverse cultural, environments and organisations. With the advances in the Internet, there is an urgent need for people with communications and analytical thinking skills to successfully manage knowledge as a critical business resource, and interact at intrapersonal, interpersonal, group, organisational, national and global levels.

Course Schedule

DATE	TOPIC	
12 July	Introduction to Course; explanation of assessments, assignments, marking criteria. Communications theory and professional practice	
19 July	<u>Transmission model of communications</u> Information Theory Defining information and communications	
26 July	Cybernetics: Importance of feedback Systems Theory	
2 August	<u>Transactional model of communications</u> and the world of meaning Intercultural communications. Metatheoretical discourse and metaethical discourse Frankfurt School	
9 August	Levels of human communications: Intrapersonal and Interpersonal Communications	
16 August	Group Communications Non-verbal communications-conveying meanings without words. Organisational communications	
	<u>Mid-Trimester Break: 22 Aug-2 Sept</u>	
6 Sept	<u>Practice/Demonstration</u> Ass. 1 Research presentation (case study)	
13 Sept	Research presentation (case study)	
20 Sept	Research Presentation (case study)	
27 Sept	<u>The internet and mediated communications</u> Managing national and global communications issues in government, business and education	
4 October	Managing virtual teams Debate	
11 Oct	Wrap-up and discussion. Assignment 3 due	

NB: In special circumstances, changes will be made to the schedule in consultation with students.

Course Objectives

At the end of the course graduates will be able to:

1. Demonstrate communications and analytical skills to successfully manage knowledge as a critical business resource, and interact across borders locally and globally in culturally appropriate ways.
2. Apply relevant communications theories and concepts to improve management practice with special reference to interpersonal, group, organisational, global and mediated communications in virtual environments.
3. Demonstrate effective concepts, ideas and situations as they relate to communications and culture using traditional and modern technologies to develop appropriate management skills for effective decision-making
4. Apply relevant theoretical concepts and best practice frameworks in your own workplace, and recommend appropriate implementation strategies for their adoption into your organisation.

Course Delivery

On-campus Seminars

Expected Workload

Typically, students should plan to spend at least 10-12 hours per week on coursework in any 15 point course. This is available for assigned readings, completion of assignments, preparation for presentations and browsing the Web for additional readings and resources to enrich the topics covered.

Readings

Set Text: Terry Mohan, Helen McGregor, Shirley Saunders, Ray Archee (2008) *Communicating as Professionals*. This text will be useful for many of the MMIM courses, and is available in the VUW bookshop in Pipitea.

You will be required to research and critique readings on the Web, and you are strongly advised to use a good search engine eg. Google and Google Scholar. Browse VUW Library databases for example, Proquest to access up to date material, and these should be shared on Blackboard. This will contribute to assessment 2 *class participation* . Additional readings and web resources will be posted on Blackboard if appropriate.

Materials and Equipment

It is expected that students will have ready access to a personal computer as well as Internet access. This will be necessary for receiving and sending course-related email, and for accessing course information on Blackboard.

Assessment Requirements

This course is internally assessed. All assignments relate to the course objectives, seminars and readings.

Assignment 1 (40 %)

(Addresses objectives 2,3,4)

Research Presentation. 45 minutes presentation to class (plus 10 minutes discussion).

Each student will be assigned a topic or case study on one of the seminar themes, which they are required to research and present to the class. Dates will vary depending on the topic assigned. **(2500 words report, plus PPTs) Due 6-20 September. Hard copy to be handed to me.**

Marking Criteria:

- Content (breadth and depth of treatment) 10%
- Style (presentation, format, syntax, referencing etc) 10%
- Organisation (structure of argument/thesis) 10%
- Impact (on reader, audience, and for publication) 10%

Assignment 2 Class participation (10%)

(Addresses objectives 1,2,3, in culturally appropriate ways)

Marking Criteria:

As an important component of the course is the interaction, sharing of ideas and perspectives during the class sessions. Participation will be monitored carefully and the emphasis will lie in the quality of contributions rather than on the frequency. Assessment includes:

- Injection of a unique perspective into a discussion
- Inter-relating of various perspectives demonstrating critical thinking
- Researching and presenting information beyond the confines of prescribed readings

Assignment 3 (50%)

(Addresses objectives 1, 2,3,4)

Case Study

Write a case study addressing intercultural communications issues that you have encountered in an organisation or event, and suggest how they were or could be resolved **(5000 words) 50% Due 11 October.**

Marking Criteria:

- Content; Content (breadth and depth of treatment), 15%
- Style (presentation, format, syntax, referencing etc) 10% (presentation, format, syntax, referencing etc) 10%
- Organisation (structure of argument/thesis) 10%
- Impact (on audience. Reader and publications) 15%

Penalties

In keeping with standards of professionalism, it is expected that deadlines, time limits and word counts will be adhered to. Late submissions are not acceptable unless they have been agreed with the coordinator prior to the date on which they are due. Unsignalled lateness will result in the available marks being reduced by 5% per day.

Mandatory Course Requirements

Students must submit all required assessment tasks and obtain a pass grade (C) in the final marks.

Grading schedule: 85-100% A+; 80-84% A; 75-79% A-; 70-74% B+; 65-69% B; 60-64% B-; 55-59% C+; 50-54% C (pass grade); 40-49% D; 0-40% E.

Note: Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

Communication of Additional Information

Teaching materials will be made available under the course resources section of the relevant course in Blackboard. Students who do not habitually use their VUW student address should contact ITS so that their student account will automatically forward messages from Blackboard to whatever email address is in common use by the student.

Use of Turnitin

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Turnitin is an on-line plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

For the following important information follow the links provided:

Academic Integrity and Plagiarism

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

General University Policies and Statutes

<http://www.victoria.ac.nz/home/about/policy>

AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support

http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx

Faculty of Commerce and Administration Offices

<http://www.victoria.ac.nz/fca/studenthelp/>

Manaaki Pihipihinga Programme

http://www.victoria.ac.nz/st_services/mentoring/