ISM UNIVERSITY OF MANAGEMENT AND ECONOMICS

INTERNATIONAL BUSINESS COMMUNICATION

Course code	*MNG140*
Compulsory in the programme	*International Business and Communication*
Level of studies	*Undergraduate*
Number of credits	*6 ECTS (48 in-class hours + 6 consultation hours + 2 exam hours, 104 individual work hours)*
Course coordinator (title and name)	*Lecturer Artūras Jonkus*
Prerequisites	*-*
Language of instruction	*English*

THE AIM OF THE COURSE:

This course provides a balanced analysis of international communication challenges, strategies and practices crucial to modern business organizations which operate in an increasingly globalized environment. The course will familiarize students with the core principles of corporate communication, public relations, stakeholder approach to management and the set of competences and skills required from communication professionals and communication savvy leaders in order to solve internal and external business communication and client communication issues.

The particular objectives of this course are listed below:

MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES (See Annex), ASSESMENT AND TEACHING METHODS

Course level learning outcomes (objectives)	Learning objectives for BSc in Social Science	Assessment methods	Teaching methods
CLO1. The student is able to explain and apply the key terms, definitions and concepts relating communication	BLO1.2 BLO4.1. BLO4.2. BLO4.3	Mid-term exam, exam	Lectures, seminars, individual study, self-study in groups
CLO2. The student can analyse the impact of verbal and non-verbal communication on communication quality and effectiveness;	BLO1.2 BLO1.1 BLO4.1. BLO4.2. BLO4.3	Mid-term exam, homework assessment during seminars, exam	Lectures, seminars, solving exercises, self-study
CLO3. The student can assess the role of the human factor over technological progress and mass communication devices;	BLO1.1 BLO4.1. BLO4.2. BLO4.3	Mid-term exam, homework assessment during seminars, exam	Lectures, seminars, solving exercises, self-study
CLO4. The student can compare and contrast the major interpersonal, intercultural, organizational and global communication concepts and apply them in the assessment of	BLO1.2 BLO4.1.	Mid-term exam, homework assessment	Lectures, seminars, solving exercises, self-

practical everyday life situations	BLO4.2. BLO4.3	during seminars, exam	study
CLO5. The student can evaluate the impact that culture and communication have on international business and multicultural organizations	BLO1.2 BLO4.1 BLO4.2. BLO4.3	Mid-term exam, homework assessment during seminars, exam	Lectures, seminars, solving exercises, self-study
CLO6. The student can recognize and the underlying communication phenomena in real and fictional situations;	BLO1.2 BLO4.1 BLO4.2 BLO4.3	Mid-term exam, homework assessment during seminars, exam	Lectures, seminars, solving exercises, self-study
CLO7. The student can participate in teamwork and display teamwork results in written or oral form, to be able to argue decisions	BLO1.2 BLO4.1 BLO4.2 BLO4.3		Lectures, seminars, solving exercises, self-study
CLO8. The student can argue decisions, can question and respond to criticism and different opinions in debates and discussions.	BLO4.1 BLO4.2 BLO4.3	Homework assessment during seminars	

ACADEMIC HONESTY AND INTEGRITY

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism are fully applicable and will be strictly enforced in the course. Academic dishonesty, and cheating can and will lead to a report to the ISM Committee of Ethics. With regard to remote learning, ISM remind students that they are expected to adhere and maintain the same academic honesty and integrity that they would in a classroom setting.

COURSE OUTLINE

Topic	SEMINARS PR Practical cases (Jackson, P. et al. 2014)	In-class hours	Readings
Corporate communication in contemporary organizations	Sample cases	4	Ch. 1, 2 (Cornelissen)
Stakeholder management and communication	Standards, Ethics, Values ch. 10	4	Ch. 3 (Cornelissen)
Social media and corporate communication	Community relations Ch. 4	4	Ch. 14 (Cornelissen) Ch. 4, 11 (Lipschultz, 2017) Ch. 8 (Page & Parnell, 2021).
Corporate identity, branding and corporate reputation	Consumer relations Ch. 6	4	Ch. 4 (Cornelissen)
Communication strategy Strategic planning & campaigns	Consumer relations Ch. 6	4	Ch. 5, 6 (Cornelissen) Ch. 5 (Page & Parnell, 2021).
Media relations in a Digital World	Media relations Ch. 7		Ch. 8 (Cornelissen) Ch. 7 (Page & Parnell, 2021).

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Research and Measurement	Investor relations ch. 5	4	Ch. 7 (Cornelissen) Ch. 6 (Lipschultz, 2017) Ch. 3-4 (Lipschultz, 2019)
Internal Communication. Employee relations.	Employee relations Ch. 3	4	Ch. 9 (Cornelissen) Ch. 10 (Page & Parnell, 2021).
Issues management. Crises management	Crisis management Ch. 9	4	Ch.10, 11 (Cornelissen)
Corporate social responsibility (CSR). Reputation Management	Public Issues Ch. 8	4	Ch.13 (Cornelissen) Ch. 11 (Page & Parnell, 2021)
Nonprofit & Grassroots Organizations **Public Affairs**, **Government Relations**	Public Issues Ch. 8	4	Ch. 14-15 (Page & Parnell, 2021)
Leadership and Change Communication **Global Public Relations and Public Diplomacy**	Research project results Brief presentations	2+2	Ch.12 (Cornelissen) Ch. 16 (Page & Parnell, 2021)
		Total: 48 hours	
CONSULTATIONS		6	
FINAL EXAM		2	

FINAL GRADE COMPOSITION

Type of assignment	%
Group Components 30*%*	
Group presentation of PR case	25
Communication strategy project	15
Individual Components 60%	
Communication strategy project (preparation of the part of the strategy)	20
Final exam	40
Total:	**100**

DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT
(Provide short descriptions and grading criteria of each assignment)

1. The **final exam** will account for 40% of the final grade. The final exam will include topics. All the materials that were covered during the lectures and seminars are relevant for the mid-term exam.
2. **Practical Public Relations case studies** (25 %): a case study will be assigned to groups of 4 students who will do research on the organization(s) involved and the problem to be solved. They will prepare a group presentation and

answer discussion questions. The grade for any individual team member might be adjusted in accordance with his/ her contribution in delivering the case presentation. ALL members must take part in the presentation to obtain a grade.

3. **Communication strategy project** (35 %): In order to get practical skills in creating communication strategy, each student will have to prepare part of the communication strategy of given company or project. This individual task amounts 20 % of the communication strategy project. The remaining 15 % is allocated to the group work in putting the whole strategy by group of students. The prepared strategies will have to be presented during the last seminars.

RETAKE POLICY

If final (cumulative) mark of the course, including final exam score, is insufficient, students will be allowed to exercise their right of retake. The retake exam will cover all lectures and case-discussion topics discussed in class during the course. It will be held during the last week of the exam session and will only replace the 40% of the exam. Acquired scores from other assignments will be summed up and the final (cumulative) grade will be given. The lecturer reserves the right to choose the form of the exam (multiple choice/ open answer questions/ essay).

ADDITIONAL REMARKS

- Attendance and participation in the lectures and seminars are not obligatory, however strongly recommended. Studying solely from course book is not considered to be a sufficient preparation for the exam.

- The use of slides for the presentation of lecture contents is not mandatory. In any case, the slides are the intellectual property of teaching instructor who is not obliged to share or upload them. Students will have access to required resources for self-study.

- **Students are expected to form groups totally on their own,** i.e., without intervention or mediation of the teaching instructor, Topics and dates will be assigned and scheduled for project presentations only to groups who sign up during the first 2 seminars **Registration** for project groups will be closed after the 3rd lecture.

- **Emails** requesting group membership or later registration over the due time will not be replied.

- Students with particular needs regarding assignments may personally approach the teaching instructor right after lectures or seminars and request an appointment (live or remote) to be scheduled at the instructor's convenience.

REQUIRED TEXTS

1. Cornelissen, Josep. Corporate Communications: Theory and Practice. London: SAGE Publications, 2017. 5th edition.
2. Page, J. T., & Parnell, L. J. (2021). *Introduction to public relations: Strategic, digital, and socially responsible communication*. SAGE Publications.
3. Jackson, P. et al. Public Relations Practices. Managerial case studies and problems. Pearson Education, Inc. 8th edition. 2014.
4. Lipschultz, J.H. 2017. Social Media Communication: Concepts, Practices, Data, Law and Ethics (2nd Edition). Routledge; 2nd edition.

ADDITIONAL READINGS
5. Cowan, David. Strategic Internal Communication– How to Build Employee Engagement and Performance. Kogan Page, Limited, 2014.
6. Lipschultz, J. H. (2019). *Social media measurement and management: Entrepreneurial digital analytics*. Routledge.
7. Treadwell, D. F. (2011). Introducing Communication Research: Paths of Inquiry. Thousand Oaks, Calif: SAGE Publications. 4th edition.

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APPROVED BY
THE STUDY COMMISSION
Minutes No. 02-12-2023-01
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ANNEX

DEGREE LEVEL LEARNING OBJECTIVES

Learning objectives for the <u>Bachelor of Business Management</u>
Programmes:
International Business and Communication,

Learning Goals	Learning Objectives
Students will be critical thinkers	BLO1.1. Students will be able to understand core concepts and methods in the business disciplines
	BLO1.2. Students will be able to conduct a contextual analysis to identify a problem associated with their discipline, to generate managerial options and propose viable solutions
Students will be socially responsible in their related discipline	BLO2.1. Students will be knowledgeable about ethics and social responsibility
Students will be technology agile	BLO3.1. Students will demonstrate proficiency in common business software packages
	BLO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	BLO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	BLO4.2. Students will be able to convey their ideas effectively through an oral presentation
	BLO4.3. Students will be able to convey their ideas effectively in a written paper