

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Leadership & Communication

COURSE NUMBER: MGT 7591

PRE-REQUISITE(S): None

COURSE DESCRIPTION:

This course is an overview of the standards, procedures, and responsibilities of an organization as it engages in the internal and external dissemination of information. Issues in and procedures for achieving effective communication based on modern research and applications are addressed.

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

Examine the theoretical foundation and importance of the communication process both internally and externally.

Learning Objectives: The student will:

- A-1 Examine the capacity of information to affect far-reaching and rapid social changes.
- A-2 Evaluate the procedures by which communication affects the substance of information.
- A-3 Identify how the mission and philosophy of the organization impact on the communication process.
- A-4 Describe strategies for changes in the ways in which organized communication takes place.
- A-5 Examine the broad cultural differences which impact communication, i.e. gender, ethnicity, socioeconomic level, geographic areas, etc.
- A-6 Demonstrate the ability to assimilate and communicate knowledge, ideas and innovations concerning significant aspects of organizational communications through written and oral presentations.