



Course and Examination Fact Sheet: Autumn Semester 2023

7,948 | 8,948: Global Managerial Communication

ECTS credits: 3

Overview examination/s

(binding regulations see below)

decentral - Digital written examination, Digital, Individual work individual grade (50%)

Examination time: Term time

decentral - External higher-level examination performance, --, -- (50%)

Examination time: Term time

Attached courses

Timetable -- Language -- Lecturer

[7,948,1.00 Global Managerial Communication \(ISP\)](#) -- English -- [Eppler Martin](#)

Course information

Course prerequisites

ISP student

Learning objectives

- understand communication problems at work
- know how to be captivating, clear, convincing, and memorable
- tailor communication to different cultural contexts
- lead difficult conversations at work
- know how to talk about data clearly, critically, and competently
- be able to assess the use and quality of images in business communication

Course content

What can you learn from Al Pacino about effective strategy presentations? What can Confucius teach us about memorable team instructions? What African ritual can serve as a model for sustainable conflict resolution? More specifically: How can you be persuasive in different cultures? How are meetings different in France, China, The US, UK, Arabic nations, Scandinavia, Switzerland or Italy? How can we use visualization to communicate complex contents?

These are a few of the questions that we will discuss in this interactive, hands-on class. The course is easy on readings, but heavy on in-class exercises and experiments. It is based on theoretical insights that are made actionable through cases, discussions, experiments, and exercises. Other questions that we will tackle regard how to make your messages stick, how to meet (differing) presentation expectations in different cultures or how to overcome or avoid PowerPoint fatigue and use alternative (visual) presentation tools.

Goals

The course on global managerial communication introduces students to one of the most frequent tasks in management - leading



effective dialogues. It provides an overview on the rich theory on managerial communication, particularly in knowledgeintensive, complex, and intercultural situations, and sensitizes students to the challenges of management communication, ranging from leading interdisciplinary teams, giving feedback, asking the right questions to spark innovation, to leading meetings in different cultures or interacting with potential clients or conducting negotiations. The main goals of the course are thus to build a solid understanding of the key mechanisms that shape effective managerial communication in a global context and understand its potential pitfalls, as well as to learn about effective practices of leading communication on an interpersonal and group level.

Course structure and indications of the learning and teaching design

1. Introduction and Communication Challenges at Work
2. Communicating Complex Content and Data
3. Communicating Strategically
4. Intercultural Communication
5. Case Presentations and Wrap-up

Course literature

A reader is made available at the start of the class.

Additional course information

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Examination information

Examination sub part/s

1. Examination sub part (1/2)

Examination modalities

Examination type	Digital written examination
Responsible for organisation	decentral
Examination form	Written exam
Examination mode	Digital
Time of examination	Term time
Examination execution	Asynchronous
Examination location	Off Campus
Grading type	Individual work individual grade
Weighting	50%
Duration	--

Examination languages

Question language: English
Answer language: English

Remark

individual five page assignment

Examination-aid rule

Open Book

Students are free to choose aids, apart from the following restrictions:



- pocket calculator models which are not part of the Texas Instruments TI-30 series, as well as any programmable electronic devices that are capable of communication such as electronic dictionaries, notebooks, tablets, smartphones, headsets, additional screens, etc. are not admissible;
- there is an option for faculty members to explicitly define exceptions under supplementary aids.

Procuring any aids, as well as ensuring their working order, is the exclusive responsibility of students.

Supplementary aids

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2. Examination sub part (2/2)

Examination modalities

Examination type	External higher-level examination performance
Responsible for organisation	decentral
Examination form	Special forms
Examination mode	--
Time of examination	Term time
Examination execution	--
Examination location	--
Grading type	--
Weighting	50%
Duration	--

Examination languages

Question language: English
Answer language: English

Remark

Group Presentation

Examination-aid rule

no regulation necessary

- For written examinations at home (term paper), courses without credits, etc., no specific rules for examination aids are required.
- The regulations of the University of St. Gallen and the rules of academic work (sources and aids must always be identified) are applicable in a subsidiary fashion.
- All written work must be accompanied by a declaration of authorship.

Supplementary aids

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Examination content

There is no final exam. Grading is based on team case presentation and an individual template solution document.

Examination relevant literature

There is no final exam.



Please note

Please note that only this fact sheet and the examination schedule published at the time of bidding are binding and takes precedence over other information, such as information on StudyNet (Canvas), on lecturers' websites and information in lectures etc.

Any references and links to third-party content within the fact sheet are only of a supplementary, informative nature and lie outside the area of responsibility of the University of St.Gallen.

Documents and materials are only relevant for central examinations if they are available by the end of the lecture period (CW51) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 42 are relevant for testing.

Binding nature of the fact sheets:

- Course information as well as examination date (organised centrally/decentrally) and form of examination: from bidding start in CW 34 (Thursday, 24 August 2023);
- Examination information (supplementary aids, examination contents, examination literature) for decentralised examinations: in CW 42 (Monday, 16 October 2023);
- Examination information (supplementary aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 45 (Monday, 06 November 2023);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before the end of the de-registration period in CW 45 (Monday, 06 November 2023).