

2024-2025

# **Management Communications**

RESOURCE DOCUMENT

Management and Economics Students Association  
(MESA)

**\*\*This document was compiled by MESA, not the professors.**

## Course Objectives

This course walks through the fundamentals of business speaking which includes interviews, networking, and presentations.

There are written quizzes for this course! Students must enroll into the corresponding tutorial sessions for their lecture and Professor sessions. This ensures students with synchronous practice sessions during tutorials.

## Textbooks

There are assigned PDF readings, TED Talks, and podcasts. Verify required materials with your own course syllabus. There is no textbook for this course.

## Assignments Expectations

There will be approximately four interviews, presentations, and speeches in total, along with a networking workshop. Attendance is mandatory, and active participation is strongly encouraged. This course places a greater emphasis on oral presentations rather than written assignments or exams.

## Course Recommendations

Communication is always useful in any case-work and applications. MGTA38 is **beneficial across many courses** and helps you develop your communication, presentation, and speaking skills.

If you like HANDS-ON Approach or any WIL (Work-Integrated Learning) courses to work with clients/companies, consider:

### → **MGSC20H3: Consulting and Contracting**

MGSC20H3 is a great course if you want experience to work with clients/entrepreneurs and present your research. This is a WIL course, satisfying the WIL requirement of your BBA degree.

### → **MGHC02H3: Management Skills**

MGHC02 is a great course if you want to further build your expertise and develop your professional development skills. Management skills are great for self-reflection, enabling you to behave more effectively in working and personal lives.

### → **MGHC52: Business Negotiation**

MGHC52 is a great course if you want to build knowledge on developing effective approaches and tactics for various negotiation scenarios and introduces

both traditional and modern methods for dispute resolution. This is a WIL course, satisfying the WIL requirement of your BBA degree.

### **How can MGTA38 support courses with a strong quantitative focus?**

- MGTA38 can support quantitative focus through enhancing the presentation of information to display complex data clearly.
- MGTA38 can support the development of soft skills such as collaboration and conflict resolution for group work and discussions.
- MGTA38 can support data visualization skills when tailoring communication/presentations for an audience.

## **Professor Q&A**

### **Course Challenges**

- Concept Application
  - While concepts are simple, applying them in practice is challenging.
- Speaking Volume
  - Students struggle to project their voices; strategies like speaking from the diaphragm are emphasized.

### **Expectations During Tutorials**

- Mandatory Attendance
  - Participation affects final grades.
- Rehearsal Opportunities
  - Tutorials focus on practice with constructive TA feedback; polished presentations are not required.
- Preparation
  - Drafts are shared ahead of tutorials to maximize rehearsal productivity.
- Quizzes
  - Conducted during tutorials.

### **Success Strategies**

- Commitment
  - Treat the course as a foundational prerequisite for co-op and future courses.
- Feedback Utilization

- Apply feedback from TAs and professors; record and review personal performances.
- Networking
  - Dress professionally, ask authentic questions, and actively engage.

#### Resource Utilization

- Seek personalized guidance during office hours.
- Identify and analyze role models to emulate effective public speaking traits.

#### Additional Information

- **Building Friendships & Relationships**
  - The friendships you form during your first year are invaluable. These relationships can offer support to navigate your academic journey.
  - Start developing professional relationships early. Networking is crucial for securing interviews, job offers, and other external opportunities.
  - Successfully networking can lead to interviews and, ultimately, job offers. Your efforts in building relationships can translate into tangible results.
- **Supportive Atmosphere**
  - Your first year provides a safe environment to explore, make mistakes, and learn. It's a time to build a foundation of trust and mutual respect with peers and professors.
- **Ongoing support from your Professors**
  - Professors can be a part of your support system even after the course ends. They can offer guidance, mentorship, and support as you progress in your career.

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## Student's Testimonials

#### Key Takeaways

- Importance of **confidence**, **eye contact**, and **engagement** during presentations.
- Use of **structured feedback** to identify strengths and weaknesses.
- Emphasis on **repeated practice** and feedback application.

## **Strategies for Improvement**

- **Recording Practice**
  - Watching playback to analyze pacing, body language, and filler words.
- **Rubric Analysis**
  - Reviewing rubrics from past assignments to refine future approaches.
- **Office Hours**
  - Leveraging professor and TA sessions for targeted feedback.
- **Stress Management**
  - Manage time effectively and practice deep breathing to stay focused on the tasks.

## **Networking Skills**

- Approach with genuine curiosity to build meaningful connections.
- Focus on maintaining professional relationships for long-term opportunities.

## **Skill Development**

- Overcoming fear of public speaking through repeated exposure in a safe learning environment.
- Building confidence and proficiency in real-world communication contexts such as interviews and workplace presentations.

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## **Resources**

[Embracing a multinational identity | Maria Shibaeva-Escarraga | TEDxUofTScarborough](#)

Professor Maria demonstrates excellent communication skills through strategic pauses, emphasis, and body language. Her pauses allow the audience to absorb information, while her deliberate emphasis on key words ensures the message resonates. Consistent eye contact and confident body language further reinforce her words, effectively capturing and maintaining the audience's attention, making her message clear and memorable.

[TOP 3 Tips To Improve Your Communication Skills!](#)

Vinh Giang is a communications coach, elaborating on presentation skills that presenters often miss when practicing. Vinh explains the significance and demonstrates the changes when applying the communication strategies listed in the video. Providing examples of the communication strategies allows students to visually feel the difference as an audience member. When applying study strategies (i.e. self-recording), students can compare and contrast the difference when applying Vinh's suggested communication strategy.

### [10 Tips for Improving Your Public Speaking Skills - Professional & Executive Development | Harvard DCE](#)

The article from Harvard's Division of Continuing Education offers valuable insights for public speakers by providing practical and actionable tips to enhance their presentation skills. The emphasis on preparation and practice, coupled with advice on managing anxiety and utilizing body language, makes this resource a comprehensive guide for improving public speaking. Its expert-backed strategies and straightforward recommendations help speakers build confidence, connect with their audience, and deliver impactful messages.

### [Public Speaking For Beginners](#)

The video provides a succinct and engaging overview of public speaking tips by highlighting practical strategies for delivering effective presentations. It focuses on key elements such as the importance of storytelling, the impact of clear and concise messaging, and the role of body language in enhancing delivery.

### [Rubric for Individual Style.pdf](#)

Use this rubric to assess yourself when practicing for communication assignments. While professors may vary the weighting of each criterion, this rubric outlines all the factors to consider. It will help you evaluate your performance comprehensively and identify areas for improvement. Pay attention to each aspect, as it provides a structured approach to refining your communication skills and ensuring that you meet the expectations of your assignments effectively.