

8. SRH INTERNATIONAL WEEK 2017: Course description

Title of Course:	Communication in Mobile and Virtual Work
Language:	English
Course Type:	Seminar
Work Load:	20 hours (including exams on Friday)
Lecturer/Title/ Home University:	Kalliopi (Poppy) Skarli, English Language and Communications Lecturer Turku University of Applied Sciences, Finland
Course description/ Contents:	<p>Nowadays the use of devices, cloud services and applications combined with social media and networks have transformed the way we communicate both in our private life and in our work place. This course addresses some aspects and issues of online communication in the daily operations of start-ups or SMEs. Specifically, this course focuses on:</p> <ol style="list-style-type: none"> online vs face-to-face communication: tools, characteristics and issues virtual meetings, professional emails, online collaborative work corporate online presence (Twitter, blogs) and corporate communication policy <p>NB: the course will utilize online tools and services and the students should be prepared to use their laptops and/or mobile phones.</p>
Learning outcome:	<p>By the end of the course, the students will be able to</p> <ul style="list-style-type: none"> identify and discuss the differences between face-to-face and online communication identify the tools and skills required for online communication define corporate communications policy differentiate between internal and external communication become familiar with, discuss and, reflect on situations that conflict with corporate communication policy compliance become familiar with the components of an internal communications policy create an internal communications policy document use an online document-editing tool for collaborative writing understand online meeting procedures understand the meaning of online presence realise the importance of online presence for companies understand the features of a good corporate blog become familiar with differences between corporate and private microblogging
Examination:	<p>student's group presentation: 40%</p> <p>student's portfolio/reflection: 50%</p> <p>student's active participation: 20%</p>
4 questions to be prepared by the students prior to arrival:	<p>Answer the following questions using as many concrete or personal experience examples as you can.</p> <ol style="list-style-type: none"> Where should one draw a border between personal and professional online presence? Make a SWOT analysis of Instant Messaging as a tool in corporate communication. Online meetings vs face-to-face meetings: Discuss your preferences for each type of meeting in a business context and reflect on the skills that you personally have or would like to develop for conducting such meetings. Does culture matter in online corporate communication?

8. SRH INTERNATIONAL WEEK 2017: Course description

<p>Essential reading:</p>	<p>Mobile Worker https://newsroom.cisco.com/dlls/2007/eKits/MobileWorkforce_071807.pdf</p> <p>5 Essential qualities to look for in a remote worker https://www.socialtalent.co/blog/5-essential-qualities-to-look-for-in-a-remote-worker</p> <p>The line between work and personal life in the age of connectivity http://www.bbc.com/news/magazine-26958079</p> <p>Social media affecting productivity at work http://www.forbes.com/sites/jeannemeister/2013/04/18/want-to-be-a-more-productive-employee-get-on-social-networks/</p> <p>The link Between social media activity and company reputation http://www.forbes.com/sites/onmarketing/2014/07/14/the-link-between-social-media-activity-and-corporate-reputation</p> <p>Sample External Communication Policy https://www.acerinox.com/opencms901/export/sites/acerinox/.content/galerias/galeria-descargas/OtrosDocumentos/General-Policy-for-Communication-and-Contact-with-Shareholders-and-Investors-of-Acerinox-S.A.-and-its-Group-of-Companies.pdf</p> <p>Sample Social Media Policy https://www.slideshare.net/Cisco/cisco-global-social-media-policy</p> <p>Sample Internal Communications Policy https://www.lakeheadu.ca/faculty-and-staff/policies/marketing-and-communications/internal-communications-policy</p> <p>Running Virtual Meetings https://hbr.org/2016/04/what-everyone-should-know-about-running-virtual-meetings</p>
----------------------------------	---