

PROGRAMME STRUCTURE

(A) Coursework

The Master of Science (Managerial Communication) by coursework is a 43 credit hour programme which comprise of:

CORE COURSE (16 CREDIT HOURS)

SCCG 5113	Managerial Communication
SCCG 5123	Advanced Communication Theory
SCCG 5153	Quantitative Applications in Communication Research
SCCG 5163	Qualitative Applications in Communication Research
SZRZ 6014	Research Methodology

MANAGERIAL COMPONENT (15 CREDIT HOURS)

SCCG 5213	Perspective of Human Communication in organizations
SCCG 5223	Diversity and Communication in Workgroup
SCCG 5233	Theories and Strategies in Persuasion
SCCG 5243	Communication and Global Working Environment
SCCG 5253	Corporate Communication

ELECTIVE COURSE/ APPLICATION COMPONENT (6 CREDIT HOURS)

Choose any 2 courses from one of the following component:

A) ORGANIZATION

SCCG 5313	Communication and Information Technology
SCCG 5333	Organizational Image Management
SCCG 5343	New Media Management
SCCG 5543	Seminar of Managerial Communication

B) MEDIA MANAGEMENT

SCCG 5413	Media Organization Management
SCCG 5423	Media Ethics and Law
SCCG 5433	Broadcast Journalism
SCCG 5453	Seminar in Media and Journalism

PROJECT PAPER (6 CREDIT HOURS)

SCCZ 6996	Project Paper
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(B) Coursework and Dissertation

The Master of Science (Managerial Communication) by coursework and dissertation is a 40 credit hour programme which comprise of:

CORE COURSE (10 CREDIT HOURS)

SCCG 5113	Managerial Communication
SCCG 5123	Advanced Communication Theory
SZRZ 6014	Research Methodology

ELECTIVE COURSE/ MANAGERIAL COMPONENT (9 CREDIT HOURS)

Choose any 3 courses from the courses listed below:

SCCG 5213	Perspective of Human Communication in organizations
SCCG 5223	Diversity and Communication in Workgroup
SCCG 5233	Theories and Strategies in Persuasion
SCCG 5243	Communication and Global Working Environment
SCCG 5253	Corporate Communication

DISSERTATION (21 CREDIT HOURS)

SCCZ 69921	Dissertation
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