

## PROGRAMME STRUCTURE- MASTER OF SCIENCE (MANAGERIAL COMMUNICATION)

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

Mode of studies	Courses
<b>CORE COURSE (16 CREDIT HOURS)</b>	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
<b>MANAGERIAL COMPONENT (15 CREDIT HOURS)</b>	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
<b>ELECTIVE COURSE/ APPLICATION COMPONENT (6 CREDIT HOURS)</b> Choose any 2 courses from one of the following component:	<b>A) ORGANIZATION</b> SCCG 5313 Communication and Information Technology SCCG 5333 Organizational Image Management SCCG 5343 New Media Management SCCG 5543 Seminar of Managerial Communication  <b>B) MEDIA MANAGEMENT</b> SCCG 5413 Media Organization Management SCCG 5423 Media Ethics and Law SCCG 5433 Broadcast Journalism SCCG 5453 Seminar in Media and Journalism
<b>PROJECT PAPER (6 CREDIT HOURS)</b>	SCCZ 6996 Project Paper