

## **For Day and Online MBA students:**

### *Overview*

Management communication is consistently rated among the top qualities recruiters look for in MBA candidates, but effective management communication ability is one of the qualities that recruiters consider “rare” (Bloomberg Job Skills Report 2016: What Recruiters Want). Developing your management communication skills can set you apart from your peers and lead to higher lifetime earnings. Research shows that communicating effectively in managerial settings is different from communicating effectively in academic, engineering, research, and other settings. Even if you are an excellent communicator in your current field, if you are changing careers, you need to understand which communication skills transfer to that context, which ones don’t, and which new ones are required.

We’ve developed a process for helping you assess your management communication competencies and take steps to enhance them. The heart of this process is a tool, the Ross Management Communication Competencies Framework (RMCCF), that assesses the key ingredients that go into effective managerial communication. Most of us have a “know it when we see it” sense of what effective communication is. The tool takes that gut feeling and turns it into specific, quantified competencies. These competencies are based on research in managerial communication, tested in real world settings, and presented in language that you can easily understand and apply.

As part of our competencies-based approach to communication at Ross, incoming Day and Online MBA students review information about management communication principles, take a short quiz to check understanding, then submit written and spoken samples. Scores on the written and spoken samples, which are provided in August of the year before you start classes, provide a detailed snapshot of your current management communication skill set. Our goal is to help you understand your communication competencies as well as those areas where you may need additional support. With all of this information, you will be well prepared to make decisions about how to allocate your time at Ross with regard to communication offerings.

### *Requirements and next steps*

Ross Communication faculty and consultants evaluate the writing and speaking samples on each of the five core competencies of the RMCCF. In August, a detailed scoring profile becomes available, identifying your strengths and areas for improvement. At this point, you also receive an email with the following information:

**Requirement Satisfied:** Students who achieved a passing score in each of the five competencies for both the speaking and writing assessments have satisfied the communication requirement, and no further steps are required. A notation that the Management Communication Requirement was met will be added to their academic record.

**Additional Work Required:** Students who did not receive a passing score in all five competencies will have two options to satisfy the requirement, as outlined below:

1. **Non-Credit Option.** The deadline to select this option is October 1, 2020 and all of the steps below must be completed by January 31, 2021:
  - Meet with a Communication Consultant to review assessments and scores

- Complete assigned on-line learning modules in Canvas. Assignment of modules is customized, based on scores on initial samples. You will be notified by email in August about exactly what modules you are assigned
  - Engage in peer review of other students' work (an earlier deadline for submitting your work for review will apply so that peer reviews can be completed by January 31)
  - Students who did not receive passing scores on at least 3 of the 5 core competencies on either the speaking or writing assessment (or both) will be required to submit sample(s) for re-assessment by January 31, 2021. If a passing score is not achieved on the re-assessment(s), the student must take and pass an approved Management Communication course
2. For-Credit Option: Register for one of the approved Management Communication courses and achieve a passing grade. You may complete the for-credit option any time before you graduate. You do not need to complete it in your first year. Courses include:
- BCOM 521 - Writing for Entrepreneurs
  - BCOM 522 - Managerial Writing
  - BCOM 524 - Persuasive Management Communication
  - BCOM 561 - Management Presentations

If you have questions, or if you did not receive your results in August, please contact Andrea Morrow ([aandrea@umich.edu](mailto:aandrea@umich.edu)).

**For Evening MBA students:**

The Evening program has a different structure. You must satisfy the Management Communication Requirement, either via coursework or by passing a waiver exam. The waiver exam is offered once per year, in the summer.