

## EFFECTIVE BUSINESS COMMUNICATIONS SKILLS

| COURSE CODE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | SEMESTER         |    | DISTRIBUTION |      |     |    |                     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----|--------------|------|-----|----|---------------------|
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | SCT              | UD | CAT          | TALL | LAB | PC |                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 4                | 64 |              |      |     |    | SEMESTER IN ENGLISH |
| SEMESTER                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                  |    |              |      |     |    | REQUIREMENTS        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 64 CONTACT HOURS |    |              |      |     |    |                     |
| COURSE DESCRIPTION                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                  |    |              |      |     |    |                     |
| <p>The objective of this course is to introduce the concept and key features to use in modern business communication. The students will learn to understand, analyze, and apply a series of fundamental skills and techniques to employ in organizations, and assist the students to convey key messages and nurture key relationships.</p>                                                                                                                                                                                                                                                                                                                           |                  |    |              |      |     |    |                     |
| COMPETENCIES ASSOCIATED WITH STUDENTS PROFILE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                  |    |              |      |     |    |                     |
| <p><b>1- SOCIAL COMPETENCIES</b></p> <p>Competencies oriented to personal self-management and interaction with others, both in the student's formative process and in the field of strengthening their labor insertion.</p> <p><b>2- CITIZENSHIP COMPETENCIES</b></p> <p>Knowledge, skills and abilities oriented to the participation and integration of the student as a citizen in a democratic society.</p> <p><b>3- COMPETENCIES FOR THE INCREASE OF CULTURAL CAPITAL</b></p> <p>Knowledge, skills and abilities oriented to the understanding of the arts in their diverse manifestations and contexts, to strengthen the cultural capital of the students.</p> |                  |    |              |      |     |    |                     |
| LEARNING OUTCOMES OF THE COURSE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                  |    |              |      |     |    |                     |
| <ul style="list-style-type: none"> <li>Introduce and understand the basic principles of business communication.</li> <li>Understand and apply best practices in writing effective business emails.</li> <li>Understand and apply best practices in preparing resumes and cover letters in different types of outlets for MNCs.</li> <li>Develop and make use of best practices for impromptu speech.</li> <li>Use effective communication skills during the interview process.</li> <li>Apply business best practices in telephone and videoconference conversations.</li> </ul>                                                                                      |                  |    |              |      |     |    |                     |

## KEY CONTENT

- First Unit: Understanding the communication process
- Second Unit: Principles of written communication
- Third Unit: Principles of verbal communication
- Fourth Unit: Principles of public presentation.

## TEACHING AND EVALUATION METHODOLOGIES

The course will use a hybrid active teaching-learning method based on in-course lectures and discussions, revision of case studies, as well as training and preparation of different types of multimedia contents and messages for hybrid distance/in-person business relationships, using a mock MNC throughout the semester. This will include classroom and online demonstrations, practice sessions, student-led presentations, video recordings as well as peer-review and analysis.

The course will also introduce an essential toolbox of must-use day-to-day resources and applications for effective communication.

**Formative Evaluation:** (how the students are learning the material taught throughout the semester)

- Feedback in class.
- Five-minute review of the previous class by the student.
- Formative revision of homework.
- In-house checklists to review homework.

**Summative Evaluation:** (how much the students have learned throughout the semester)

**The final grade will result from the following evaluations:**

- Quiz: Theoretical test on the basics of corporate communication (15%).
- Take home assignments: Average grade calculation for 5 take-home assignments
- Impromptu speech: Individual score received based on the content, quality, and presentation for a case-based scenario (25%).
- Final Exam: Final in-class presentation (30%).

## BASIC BIBLIOGRAPHY

- Argenti, P.A. (2004) 'Collaborating with activists: how Starbucks works with NGOs', *California Management Review*, 47 (1): 91-116.
- Atkinson, C. (2011). *Beyond bullet points: Using Microsoft PowerPoint to create presentations that inform, motivate, and inspire*. Pearson Education.
- Bob, C. (2005). *The Marketing of Rebellion: Insurgents, Media, and International Activism*. Cambridge: Cambridge University Press.
- CMI. (2015). *Managing business communications your guide to getting it right*. Profile Books.
- Doorley, J., & Garcia, H. F. (2015). *Reputation management: The key to successful public relations and corporate communication*. Routledge.
- Duarte, N. (2012). *HBR Guide to Persuasive Presentations*. Harvard Business Review Press.
- Farr, M (2011). *Quick Resume & Cover Letter Book*. JIST.
- Feldman, O. (Ed.). (2021). *When Politicians Talk: The Cultural Dynamics of Public Speaking*. Springer Nature.
- Gillis, T. (Ed.). (2006). *The IABC handbook of organizational communication: a guide to internal communication, public relations, marketing and leadership*. John Wiley & Sons.
- Kimani, E., Shamekhi, A., & Bickmore, T. (2021). Just breathe: Towards real-time intervention for public speaking anxiety. *Smart Health*, 19, 100146. <https://doi.org/10.1016/j.smhl.2020.100146>
- LSE Careers (n.d). *A guide to CVs, cover letters and application forms*. The London School of Economics and Political Science.
- Nawi, R. A., Yasin, B., & Champion, I. C. (2015). Impromptu: Great impromptu speaking is never just impromptu. *Studies in English Language and Education*, 2(2), 146. <https://doi.org/10.24815/siele.v2i2.2697>
- Phillips, D.P., Kanter, E.J., Bednarczyk, B. and Tastad, P.L. (1991) 'Importance of the lay press in the transmission of medical knowledge to the scientific community', *New England Journal of Medicine*, 325: 1180-1183.
- Reynolds, Garr (2009). *Presentation Zen Design: Simple Design Principles and Techniques to Enhance Your Presentations (Voices That Matter)* Pearson Education.
- Sheridan., R (2011). *Impromptu Speaking Tips*. Training Magazine.

## COMPLIMENTARY BIBLIOGRAPHY

- 100 great resume words. AIE. (2017, June 29). <https://www.aie.org/life-after-college/starting-your-career/building-a-resume/100-great-resume-words/>
- Commisceo. (n.d.). *Country Guides*. Commisceo Global Consulting Ltd. Retrieved March 10, 2022, from <https://www.commisceo-global.com/resources/country-guides>
- Cross-Cultural/International Communication - Encyclopedia - Business Terms. Inc.com. <https://www.inc.com/encyclopedia/cross-cultural-international-communication.html>
- DiScala, J. E. (2019, July 31). 5 customs every International Business Traveler should know. Inc.com. <https://www.inc.com/john-discala/5-customs-every-international->