

Business Communication

Professor, Daniela M. Mancinelli

OBJECTIVES

The purpose of this course is to assist students in:

- Perfecting communication skills on a professional level
- Creating high-impact presentations
- Managing speech anxiety/stage fright
- Acquiring written business communication skills

This course will help students obtain the confidence needed in communicating amongst business professionals and business environments. Students will learn how to stand, speak and capture audiences of 5 – 5,000 in countries all over the world. They will learn practical approaches to tapping into the listener's mind. Written communication tools such as memos, personal biographies and press releases will also be acquired throughout the course.

Teaching:

Lectures, case studies, daily presentations, small group discussions, final project

Grading:

10% Participation
15% Class assignments
25% Mid-Term exam
25% Final exam
25% Final project

Office Hours:

After class or by appointment

Contact:

Please feel free to e-mail me with questions or concerns. Danielamarie19@yahoo.com

Materials:

A journal will be needed for this class.

REQUIRED READING

Students must stay up to date with current affairs. Some suggested websites are as follows:

Euro News – www.euronews.net

BBC - www.bbc.co.uk

CNN – www.cnn.com

NPR – www.npr.org

| Class | Topic | Details | Assignments |
|--|---|--|---|
| Week 0 | Student arrival and orientation | Students arrive September 20 th | Orientation |
| Week 0: Friday 9/23 9:30am – 11:35am | Effective Communication: Central leverage points. | General get-to-know-one-another. All introductions will take place in presentation form, assessing current level of communication. | Writing a short biography |
| Week 1: Weds 9/28 10:30-12:15pm | Symbolically Sharing your personal experience | Present Biography. (Journal Notes) Lesson: Symbols, colors and persuasion | Current Affairs Journal |
| Week 1: Fri 9/30 9:30 – 11:15 | Strategies for Formatting Presentations | Opening, storytelling, the perfect strategy | Power Point Presentation on Persuasion |
| Week 2: | NO CLASS | NO CLASS | NO CLASS |
| Week 3: Weds 10/12 10:30am – 12:15pm | Message Delivery | Presentations: Performing the presentation/Visual Tools | Visual Presentation Assignment |
| Week 4 Wed 10/19 10:30-12:15pm | Understanding Speech anxiety and Stage Fright | Presentations (Journal Notes). Lesson: Understanding the symptoms. Depicting the difference between anxiety and stage fright | Journal: List and rate fears. Case Study (Read Current Affairs) |
| Week 5 : Tues 10/25 10:30am – 12:15 | Speech Anxiety Management | Presentations Lesson: Action steps to take; Attribution theory | Journal: List 10 things that make you feel good. Memorize a monologue of choice |
| Week 6: Thurs 11/2 10:30am – 12:15am | MID-TERM | MID-TERM | MID-TERM |
| Week 7: Weds 11/9 10:30 – 12:15 | Managing Your Credibility | Monologue Performance Lesson: Passion to communicate and mastery of the message. People must believe you | Presentation on Teaching the class a skill, craft or talent of choice |
| Week 8: Weds 11/16 10:30-12:15 | Writing Memos with High Communication Factors | Motivating the reader to lend you an eye | Write an office memo |
| Week 9 : Weds 11/23 9:30am – 11:30am | Oral Communication | Oral and Written strategies/Press Release | Write a Press Release |
| Week 10: Thurs 11/30 10:30am – 12:15am | Press Releases | Presentations and critiques | Study for Final |
| Week 11: | FINAL EXAM | FINAL EXAM | FINAL EXAM |