

# Business Communication

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### Course description

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This course is highly interactive, designed to actively engage students through discussions, simulations, case studies, and hands-on exercises. The focus is on enhancing business communication skills, including leadership communication, social capital, emotional intelligence, and effective communication techniques. Students will learn how to navigate complex business environments, communicate effectively with various stakeholders in professional business context, and develop professional relationships.

#### Course Goals:

- To understand the role of communication in leadership and organizational success.
- To develop practical skills for effective business communication.
- To enhance interpersonal communication techniques for different organizational contexts.
- To improve business speaking and emotional management in professional environments.
- To foster an understanding of organizational dynamics and culture.

### Course requirements, grading, and attendance policies

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#### Grading:

- Contribution to Discussions and in-class exercise: 50%
- Final Paper: 50%

Participation and personal contributions will be assessed on the basis of their relevance and ability to promote further the quality of the learning for the class. Participation is about preparation and active contribution to the flow of discussion. Quality of contribution is paramount, where quality is measured by the degree to which the comment furthers the understanding of the issue discussed. Participants will be expected to discuss course concepts and case studies and take part in simulations and exercises.

### Course contents

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#### Course Structure:

#### Session 1: Leadership Communication and Social Network

- The Role of Leadership in Organizations
- Explore how leadership styles influence communication.
- Discuss the relationship between leadership and organizational success.
- Building Social Capital
- Understand the importance of relationships and networking in business.
- Techniques for fostering trust and collaboration within teams.
- Develop a resume that effectively communicates professional strengths.

Session 2: Communication Process and Techniques

- How to Structure Communication with People
- Learn strategies for initiating and maintaining productive communication in the workplace.
- Analyze how to adapt communication styles for different audiences.
- Business Communication Techniques
- Practice methods such as active listening, assertiveness, and persuasive communication.
- Explore the impact of body language and non-verbal cues.

Session 3: Organizational Assessment and Management Styles

- Techniques for receiving and giving feedback in a constructive manner.
- Organizations: Types of Cultures, Structures, and Management Styles and Communication issues.
- Explore various organizational cultures and their impact on communication.
- Learn about different management styles and how they influence team dynamics.

Session 4: Meetings and Feedback to your colleagues

- How to Conduct Effective Meetings
- Strategies for organizing and leading productive meetings.
- Setting clear agendas, managing time, and ensuring participation.
- How to Give Constructive Feedback.
- Techniques for delivering feedback that encourages growth and improvement.

Session 5: Emotional Intelligence and Public Speaking in Business context

- Managing Emotions in the Workplace
- Learn techniques to manage emotions under pressure.
- Tips for delivering effective presentations and speeches in business contexts.
- Practice public speaking techniques to build confidence and clarity.

Session 6: Organizational Dynamics

- Understanding Organizational Dynamics
- Explore how power, politics, and culture shape communication within an organization.
- Learn about the roles of formal and informal communication networks.

Session 7: Final Session

- Final Reflections and Assessment.
- Review key learnings from the course.
- Group discussion on real-life business communication challenges.
- Final Paper and feedback.

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## **Course materials**

### **Additional materials**

- Robert B. Cialdini, *Influence: The Psychology of Persuasion*.
- Erin Meyer, *The Culture Map: Breaking Through the Invisible Boundaries of Global Business*.

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## **Academic integrity policy**

Cheating, plagiarism, and any other violations of academic ethics at NES are not tolerated.