

Business Communication Course

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Course description

This course is designed to give students a comprehensive view of business communication, its scope and importance in business, and the role of communication in establishing a career in a company.

By the end of this course, students should be able to:

- Understand the communication process in the professional setting
- Understand and demonstrate the use of basic and advanced proper communication techniques in business
- Use career skills that are needed to succeed, such as using ethical tools, working collaboratively, observing business etiquette, and resolving workplace conflicts
- Develop interpersonal skills that contribute to effective and satisfying personal, social and professional relationships
- Apply the communication skills gained in the course through simulated projects games

Course requirements, grading, and attendance policies

The final grade has the following components:

Components	Max points
Participation and personal contributions to class discussions	40
Business simulations in class	30
Learning Journal	30
TOTAL	100

Active **class participation** means questions, smart comments during class discussions, case studies, as well as taking a leading role in game sessions and simulations. Presence during all sessions will be monitored by the faculty.

Simulations grade is relative to the score each student achieves in the simulations. Detailed description and instructions for the simulations will be handed out at the beginning of the exercise. The simulations will be graded based on two major criteria:

- Final result
- Leading role during the debrief sessions
- Takeaways from debrief sessions

Learning Journal: Submission of a “Learning Journal” is compulsory, and no submission will result in FAIL grade. The “Learning Journal” is a personal debriefing document which will require students to monitor, observe and reflect their own behavior and performance during the simulations.

Course contents

- The Fundamentals of communication
- Communication frameworks and strategies
- Building a communication process and tactics
- Effective communication in the workplace
- Communication in organizational behavior
- Managing Social and Human Capital

Description of course methodology

Each module begins with a brief overview of the information to be covered. The action assignments provide students with instructions of assignments to be completed for the week. The instructor has also provided students with video, case studies and other resources to help enhance their understanding of the information. Also, participants will practice tools playing in-class activities: business simulations and games. Practitioners from top companies will join as a guest speaker to share their own unique experience.

We want to build a classroom climate that is comfortable for all. In a communication class, it is especially important that we (1) display respect for all members of the classroom – including the instructor and fellow classmates, (2) pay attention to and participate in all class sessions and activities such as practice and business games; (3) avoid unnecessary disruption during class time (e.g., having private conversations, reading the telegram channels, doing work for other classes, receiving cell phone calls, etc.).

Course materials

Additional materials

1. The Strategy of Conflict, by Thomas C. Schelling, Brian Holsopple
2. Influence: The Psychology of Persuasion, by Robert B. Cialdini

Academic integrity policy

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