

8. SRH INTERNATIONAL WEEK 2017: Module description of the Course

Title of Course:	Effective Business Communication: Theory and Practice
Language:	English
Course Type:	Seminar
Work Load:	18 hours (including exams on Friday)
Lecturer/Title/ HomeUniversity:	Prof. Dr. James Pfrehm / Ithaca College, US
Module Description/ Contents:	Effective communication is an essential skill for the modern international workforce. This seminar will introduce students to the necessary skills from three core areas of communication: interpersonal (i.e. organizational) skills; interviewing (i.e. group) skills; and public communication skills. The seminar will emphasize conversation, role play, and participation.
Learning Outcomes:	After completing this weeklong course, students will be able to: <ul style="list-style-type: none"> 1. identify the necessary skills for effective business communication; 2. communicate opinions, ideas, and knowledge for effective business communication 3. reflect critically on the role of effective business communication for their own academic, professional, and personal experiences
Examination:	Situational role play and/or short group presentations
4 questions to be prepared by the students prior to arrival	<ul style="list-style-type: none"> 1. How do you define the term "communication"? 2. What are examples of "effective" and "ineffective" communication? 3. What skills should one have in order to become an effective communicator? 4. What are the benefits from being an effective communicator?
Essential Reading:	Reading packet, prepared and posted on GoogleDocs site.
Indicative Reading:	<p>"Top 10 Communication Skills for Workplace Success" (https://www.thebalance.com/communication-skills-list-2063779)</p> <p>"Effective Communication" (https://www.helpguide.org/articles/relationships/effective-communication.htm)</p> <p>"Communication Skills: Speaking and Listening" (https://www.kent.ac.uk/careers/sk/communicating.htm)</p>