

■ **BUSINESS COMMUNICATION** by Andreea F. Schiopu

UNIT DESCRIPTION

Business Communication is intended to help participants improve their professional effectiveness as communicators, and to develop the knowledge and skills that hospitality managers need to face the current communication challenges. Business Communication can develop essential communication abilities such as writing, presentation, and interpersonal communication skills.

In this course, we invite you to test your communication abilities working in teams and interacting with your colleagues on different topics, learning how to communicate more effectively and be more assertive, and improving your strategic communication and persuasion skills.

LEARNING OBJECTIVES

By the end of the Unit, participants will be able to:

Knowledge

- Understand how to communicate strategically.
- Understand the theory and principles of persuasion and apply them to a variety of oral and written communication situations.
- Listen for understanding; give and receive feedback.
- Know how to create and deliver impressive presentations.

Competencies

- Compose and revise clear, accurate, persuasive business messages within different contexts.
- Actively listen; give and receive feedback.
- Deliver an effective oral business presentation with confidence.

Mindset

- Apply strategic thinking in communication.
- Interactive participation and group work.
- Deliver oral messages with passion and poise.

METHODOLOGY

- Interactive lecture, in-class discussion and exercises.
- Group work including a persuasive group presentation.