



### **Description**

Communication for Leaders is a hands-on practical course designed to help engineers and computer scientists communicate in an efficient, results-oriented and ethical manner. Numerous business situations will be addressed including those with customers, suppliers, investors, colleagues, subordinates, management and potential employers. To provide a positive learning experience a high-level of active student participation is required throughout the course.

Focus is put on writing and speaking with the most appropriate message, structure and tone adapted to the business situation, the purpose of the communication, the intended recipients, their interest in the subject and the desired outcome of the writer.

The course opens with the importance of email as the basic tool of global business communication and for building one's professional image. The three phases of good writing; plan, draft and edit are emphasized for email and all forms of business communication. Numerous exercises and workshops are conducted to improve each student's communication.

To furnish students with a practical foundation for their business communication we will address structure, tone, clarity, conciseness, readability and active writing and speaking skills. To maximize student participation and the value-added of the course, our program will cover written communication for job and internship searches via cover letters and marketing oneself on LinkedIn.

### **Learning Outcomes**

Active participation and completion of Communication for Leaders will enable students to:

- Understand that their verbal and written communication contributes significantly towards building their personal brand image and effectiveness
- Write in an effective manner by planning and editing to be clear, concise and using an active tone
- Increase readership, response rates and outcomes of their written business communication
- Value the importance of well-written communication, therefore earning the right to explicitly ask the recipient for your desired goal



**Course Schedule and Contents**

*Subject to change and adaptation to class size and interests*

**List of Topics**

Writing professional emails

Building your personal professional brand image through writing and speaking

Planning before you write

Considering the recipients and their goals in written and verbal communication

Structuring your writing

How to write more concisely

Writing letters – proposals, job searches and situations when a letter is better than email

Active writing versus passive writing

Readability

Marketing oneself via LinkedIn

Presenting and Pitching

Technical Writing considerations

Writing theses, research reports, executive summaries, statements of work, project briefs

**Module 1**

Introductions

Success stories on how this course helped students get interviews and land jobs

Thinking about the reader when you write

Building your personal brand image through your business communication

Management email writing exercise

Email importance in business

Three phases of writing emails

Active and concrete writing

**Module 2**

Evaluation of Mod 1 and homework assignments – how to improve

Building your brand image

Management email writing exercise

Planning your writing

Concise writing

Applying for projects and employment

Considering your reader when planning your writing

Tone



**Module 3**

Assignment review  
Polishing your writing  
Graphic considerations  
Using AI tools to improve your writing  
Applying for internships and jobs  
Building a professional LinkedIn profile

**Module 4**

Making presentations  
Putting a hook in your opening  
Call to action  
Readability and online tools to measure and improve  
Writing tools in Microsoft Word  
Marketing yourself with LinkedIn

**Module 5**

Writing a thesis and research documents  
Executive summaries  
Statements of Work  
Consulting contracts  
Proposals  
Pitching  
Professional services agreements  
Business Cases

**Assessment Scheme**

80% **active** listening and speaking, class participation and exercises during class, quizzes, homework  
20% individual and group projects  
The ratio is subject to change based on the level of student participation

**Learning Resources**

- Laptops and a downloaded version Microsoft Office are required and will be used for many exercises in class. The online version will not have all the functionality covered in class. EPITA students have a free version of MS Office – we will use Word, Excel and PowerPoint.
- Learning materials will be provided throughout the course