Description

Communication for Leaders is a hands-on practical course designed to help engineers and computer scientists communicate in an efficient, effective 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 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 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 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

List of Topics
- Writing professional emails
- Building your personal professional brand image through writing Planning before you write
- Considering the recipients and their goals in written 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 Technical Writing considerations
- Writing reports, executive summaries, statements of work, project briefs, meeting minutes

Session1#
- Introduction
- 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

Session2#
- 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

Session3#
- Assignment review
- Polishing your writing
- Graphic considerations
- Using AL tools to improve your writing
- Applying for internships and jobs
- Building a professional LinkedIn profile
- Making presentations
- Putting a hook in your opening

Session4#
- Call to action
- Readability and online tools to measure and improve
- Writing tools in Microsoft Word
- Marketing yourself with LinkedIn

Session5#
- Executive summaries
- Activity reports
- Statements of Work
- Consulting contracts
- Proposals
- Activity reports
- Statements of Work
- Marketing yourself with LinkedIn
- 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 Microsoft Office are required and will used for many exercises 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