

Course Title (in English)	Business Communication
Course Title (in Russian)	Деловая коммуникация
Lead Instructor	Kiselev, Maxim

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Course Description

Business Communication is an intensive hands on, practical course, designed to provide Skoltech students with the set of skills needed to effectively communicate with others – their classmates, working teams, professors and any audiences inside and outside of Skoltech. The course learning outcomes correspond directly with the Group 3 of Skoltech learning outcomes – “Relating to Others – Communication and Collaboration”. The course will show students the secrets and technologies to becoming confident when speaking in public – developing the skills they will be able to use throughout their career and their life. In a highly interactive, informative and supportive manner through in-class activities, games and simulations the course will enable students to: Speak with confidence and overcome their nervousness; Establish rapport with any audience; Present their message in a clear, concise, and engaging manner; Successfully manage impression they make onto audience; Create—and repurpose—presentations quickly and efficiently; Make successful and memorable pitch; Sharpen the story they want to tell; Use confidently body language and movement, strengthening their speech; Respond to questions and comments without getting flustered; Gain people’s attention, respect, and cooperation.

Course Prerequisites / Recommendations	None
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Аннотация

Курс "Деловая коммуникация" призван вооружить студентов Сколтеха необходимыми умениями и навыками взаимодействия с другими людьми в рабочем пространстве - со своими однокашниками, с коллегами в лабораториях и рабочих/проектных группах, с профессорами и любыми другими аудиториями внутри и за пределами Сколтеха. Это практический курс на формирование и развитие коммуникативных компетенций, отвечающих задачам обучения в Сколтехе, обозначенных в рамках Группы 3 - "Взаимодействие с другими - Коммуникация и Сотрудничество". Студенты узнают технологии эффективной коммуникации, научатся чувствовать себя уверенно в публичных выступлениях, смогут отработать навыки общения, нужные и в профессиональном развитии, и в карьере, и в жизни. Этот интерактивный курс поможет студентам научиться говорить уверенно и преодолевать волнение в публичном пространстве; устанавливать рапорт с любой аудиторией, презентовать свои идеи и проекты в ясной, понятной, убедительной и вовлекающей манере; управлять впечатлением, которое производят на других людей; уверен использовать язык тела; отвечать на вопросы, не теряясь при этом; привлекать и удерживать внимание аудитории; проводить эффективные переговоры и пр.

Course Academic Level	Master-level course suitable for PhD students
Number of ECTS credits	3

Topic	Summary of Topic	Lectures (# of hours)	Seminars (# of hours)	Labs (# of hours)
Introduction into Business Communication. Why BC is important?	Intro into the course. Importance of effective communication for work,life,personal and leadership development.	1	2	
Perception, Listening and Art of Feedback	Listening as a fundamental communication skill.How to provide and receive feedback.	1	2	
Nonverbal Communication: Body Language and Para-verbal Means.	Nonverbal and para-verbal means of communication. Importance of the body language.	1	2	
Verbal Communication: Art of Using Words Effectively.	How to form the speech. All aspects of using 'right ' words in 'right' situation.	1	2	
Emotional Intelligence in Communication.	Concept and framework of Emotional Intelligence. Empathy and social intelligence in communication.	1	2	
Team Communication. Interacting in groups. Business meetings.	How to build strong communication in the team. Forms and principles of team communication.	1	2	
Negotiation and Conflict Resolution.	Models and rules of effective negotiations.The ways of coming to terms. Principles of conflict resolution.	1	2	
Personal Branding, Self-Presentation and Networking.	How to develop perosnal brand in digital era. The technologies of self-presentation. Basics of networking.	1	2	
How to Make Effective Presentation: The Art of Public Speaking.	Psychological technologies of interacting with various publics: how to find akey to any audience. An art of pitch presentation.	1	2	
Persuasion: Story Telling, Humour and Laughter.	Laws of persuasion. How and when to use storytelling. Using humor in communication.	1	2	
Writing Skills in Business Communication: CV and Cover Letter.	Practical approach to writing curriculum vitae and cover letter.	1	2	
Interviewing Context: How to Get through Job Interview.	How to be prepared for the interview. The play of questions and answers.	1	2	
Multicultural Communications.	Basics of communicating with people from other cultures, different from your own.	1	2	

Assignment Type	Assignment Summary
Attendance	Crucially Important for an Interactive Class Sessions
Team Project	<p>Each group will make a 6 minutes pitch.</p> <p>Each member of the group will have to speak.</p> <p>The structure of the pitch is the following:</p> <p>power pitch problem and solution market size and competition business model project condition and needs project team</p> <p>Each member will take over ONE component of the pitch to present.</p> <p>Each position can be illustrated by not more than 2 slides (thus, you cannot have more than 12 slides for the whole presentation, and have not less, than 6).</p> <p>Within your team you decide which project you want to present. It may be the one that you currently work on, or the one you want to do in the future. It should be realistic, innovative, and doable. Certainly, it is the joint effort of your group, so you will have to amicably agree between all of the team members, on what you present. Please, distribute the roles and assign the titles for each member in accordance with what part of the pitch you make (Example: CEO - power pitch, Chief Marketing Officer - market size and competition).</p> <p>The main focus of this assignment is on the quality of presentation, in which you will have to integrate communication skills that we discussed through the course.</p> <p>Please, upload the slides of your presentation to this assignment.</p>
Presentation	90 seconds self-presentation video-pitch as video (private video) on YouTube.
Homework Assignments	Various self-reflections and self-reports

Type of Assessment	Pass/Fail										
Grade Structure	<table> <tr> <th>Activity Type</th><th>Activity weight, %</th></tr> <tr> <td>Attendance</td><td>40</td></tr> <tr> <td>Homework Assignments</td><td>20</td></tr> <tr> <td>Team Project</td><td>20</td></tr> <tr> <td>Presentation</td><td>20</td></tr> </table>	Activity Type	Activity weight, %	Attendance	40	Homework Assignments	20	Team Project	20	Presentation	20
Activity Type	Activity weight, %										
Attendance	40										
Homework Assignments	20										
Team Project	20										
Presentation	20										
Pass:	75										
Attendance Requirements	Mandatory with Exceptions										
Maximum Number of Students											
	Maximum Number of Students										
Overall:	60										
Per Group (for seminars and labs):											

Course Stream	Entrepreneurship and Innovation (E&I)
Course Term (in context of Academic Year)	Term 3
Course Delivery Frequency	Every year
Students of Which Programs do You Recommend to Consider this Course as an Elective?	

Masters Programs	PhD Programs
All Master Programs	All PhD Programs

Required Textbooks	ISBN-13 (or ISBN-10)
Business Communication for Success. Scott McLean.Flat World Knowledge. 2012	9780982361856

Recommended Textbooks	ISBN-13 (or ISBN-10)
Garcia, Helio Fred. The power of communication : skills to build trust, inspire loyalty, and lead effectively / Helio Fred Garcia. -- 1st ed.2012.	978 -0-13-288884-4

Web-resources (links)	Description
https://thebusinesscommunication.com	a lot of references and most useful information

Knowledge
Students will know how to effectively communicate in the workplace.
Students will know how to build effective relationships with their classmates, with colleagues in the labs, with all other audiences

Skill
Students will get basic skills in all areas of communication: listening, speaking, writing. They will get the skills of presenting their ideas and projects, skills of public speaking, networking, etc.

Experience
They will get an experience of practicing all aspects of business communication.

Select Assignment 1 Type	Homework Assignments
Input Example(s) of Assignment 1 (preferable)	<p>Dear Students,</p> <p>Home Assignment:</p> <p>1) Create CV 2) Prepare a cover letter for an existing position (applying for a job/PhD program) or the desired position (applying for a job / PhD program)</p> <p>CV and cover letter are the same for the respective position.</p> <p>IMPORTANT:</p> <p>You should submit in two files: the first file for CV, the second for the cover letter (pdf)!</p> <p>Submission Format: lastname_firstname_assignment_CV, lastname_firstname_assignment_cover_letters</p> <p>If any questions - please contact TAs.</p> <p>Good luck!</p>

Assessment Criteria for Assignment 1

assignments will be assessed on the grounds of delivery and content

Select Assignment 2 Type

Team Project

Input Example(s) of Assignment 2 (preferable)

Dear students here is an assignment for your team project:

Each group will make a 6 minutes pitch. NOTE: Please come up with the name for your team.

Target audience: "investors"

Each member of the group will have to speak.

The structure of the pitch is the following:

- power pitch
- problem and solution
- market size and competition
- business model
- project condition and needs
- project team

Each member will take over ONE component of the pitch to present.

Each position can be illustrated by not more than 2 slides (thus, you cannot have more than 12 slides for the whole presentation, and have not less, than 6).

Within your team, you decide which project you want to present. It may be the one that you currently work on or the one you want to do in the future. It should be realistic, innovative, and doable. Certainly, it is the joint effort of your group, so you will have to amicably agree between all of the team members, on what you present. Please, distribute the roles and assign the titles for each member in accordance with what part of the pitch you make (Example: CEO - power pitch, Chief Marketing Officer - market size and competition).

IMPORTANT:

You should submit one presentation per team.

Submission Format: groupX_final_presentation; where X - number of the group (pdf or pptx)

If any questions - please contact TAs.

Good luck!

Assessment Criteria for Assignment 2

Participation and contribution into the group presentation

Select Assignment 3 Type

Presentation

Input Example(s) of Assignment 3 (preferable)

Dear Students,

Home Assignment:

You have to record a one-and-a-half-minute video, where you introduce yourself as a Skoltech student to various (unspecified) audiences. It is NOT your CV, but rather your personal brand pitch, directed to make you attractive for various potential employers and/or partners. Be energetic, positive, and, please, mind your verbal and non-verbal language, as well as mind the timing.

IMPORTANT:

You should upload the video (private video) on YouTube and share the link

If any questions - please contact TAs.

Good luck

Assessment Criteria for Assignment 3

How well is the self-presentation video made. How well you expressed yourself using communication skills developed through the time of the course