# RTU Course "Business Communication Skills"

**02C60 Rīgas Biznesa skola**

*General data*

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|---|---|
| Code | BS0053 |
| Course title | Business Communication Skills |
| Course status in the programme | Compulsory/Courses of Limited Choice |
| Responsible instructor | Claudio Andres Rivera |
| Academic staff | Gregory Scott Mathers |
| Volume of the course: parts and credits points | 1 part6.0 ECTS credits |
| Language of instruction | LV, EN |
| Abstract | The study course envisages the acquisition of theoretical and practical methods of communication skills for business and management communication. The study course consists of lectures, discussions and presentations. During the study course, students will learn to analyse the audience, argue and test their ability to persuade others both in writing and orally. The study course includes both persuasive and expressive writing, individual and group presentations, discussions during lectures and individual assignments designed to improve performance. |
| Goals and objectives of the course in terms of competences and skills | The aim of the study course is to build and improve relationships with employees and customers.<br>The tasks of the study course:<br>1. To develop practical knowledge of business and management communication theories and principles.<br>2. To develop skills that help in different scenarios, regular one-on-one meetings, group meetings, presentations, negotiations, etc.<br>3. To improve communication skills by using group and individual exercises in different communication scenarios. |
| Structure and tasks of independent studies | Students independently study study course literature, active discuss the relevant topics in class, prepare for practical work and presentations, tests and exams. |
| Recommended literature | Obligātā/Obligatory:<br>Guide to Managerial Communication by. Mary M. Munter, Lynn Hamilton, 10/E, 2014, 208 p.<br>Storytelling With Data: A Data Visualization Guide for Business Professionals by Cole Nussbaumer Knaflic, 2015, 288 p.<br>Business Communication for Success by Scott McLean, 2010, 408 p.<br>Papildu/Additional:<br>Business Communication by Meenakshi Raman and Prakash Singh, 2012, 640 p. |
| Course prerequisites | Bachelor degree. |

*Course contents*

| Content | Full- and part-time intramural studies | | Part time extramural studies | |
|---|---|---|---|---|
| | Contact Hours | Indep. work | Contact Hours | Indep. work |
| Introduction to Study Course & Communication in Organizations. | 10 | 9 | 0 | 0 |
| Strategic Communication. | 9 | 9 | 0 | 0 |
| Writing Organization and Styles. | 9 | 9 | 0 | 0 |
| Verbal Presentations. | 6 | 6 | 0 | 0 |
| Visual Aids. | 4 | 9 | 0 | 0 |
| Writing Proposals & Reports. | 10 | 9 | 0 | 0 |
| Sales & Negotiations Language Structure. | 9 | 9 | 0 | 0 |
| Team Communication / Crisis communication. | 11 | 10 | 0 | 0 |
| Team Presentations. | 12 | 10 | 0 | 0 |
| Total: | 80 | 80 | 0 | 0 |

*Learning outcomes and assessment*

| Learning outcomes | Learning outcomes assessment methods and assessment criteria |
|---|---|
| Is able to explain and discuss theories and principles of business and management communication. | Tests, situation analysis, homework, presentations, midterm exam, final exam. |
| Is able to use tools that help to communicate in different scenarios, including one meeting, group meetings, presentations, conversations, etc. | Tests, situation analysis, homework, presentations, midterm exam, final exam. |
| Is able to apply communication skills in various communication scenarios. | Tests, situation analysis, homework, presentations, midterm exam, final exam. |
| Can write clear, concise documents. | Tests, situation analysis, homework, presentations, midterm exam, final exam. |

*Course tests*

| Tests | % of final assessment |
|---|---|
| Tests | 20 |
| Situation analysis | 10 |
| Homework | 10 |
| Presentations | 10 |
| Midterm exam | 20 |
| Final exam | 30 |
| Total: | 100 |

*Course planning*

| Part | Semester | | | CP | Academic hours | | | Tests | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Autumn | Spring | Summer | | Lectures | Practical | Lab. | Test | Exam | Work |
| 1. | * | | * | 6.0 | 48.0 | 16.0 | 0.0 | | * | |