



RTU academic master study program Business Informatics

PBM430 Business Communication Skills

Abstract

This class is designed to provide students the opportunity to study in detail the theoretical and practical approaches to business and management communication. The course combines lecture, discussion and presentation. In the course you learn to analyze audiences, develop arguments, and test your ability to persuade in writing and speaking. Course work will involve both persuasive and expressive writing, individual and group presentation, class discussion and individual exercises designed to sharpen your performance. The specific learning objectives in this course are: (1) To develop a practical knowledge of the theories and principles of business and management communication. This is accomplished through reading of the textbook and enhanced by other course materials. (2) To develop tools that aid communication in a wide range of scenarios including one on one meetings, group meetings, presentations, negotiations, etc. This is accomplished through the textbook, supplemental materials and group exercises. (3) To strengthen your communication skills through group and individual exercises in different communication scenarios. Exercises will include several presentations.

Within course cooperation with: 

Teaching staff



Responsible instructor

Mg.oec., lecturer [Mathers Gregory Scott](#)