

RTU Course "Business Communication Skills"

01B00 Riga Business School

General data

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 part, 6.0 credits
Language of instruction	LV, EN
Annotation	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. The tasks of the study course: 1. To develop practical knowledge of business and management communication theories and principles. 2. To develop skills that help in different scenarios, regular one-on-one meetings, group meetings, presentations, negotiations, etc. 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: Guide to Managerial Communication by. Mary M. Munter, Lynn Hamilton, 10/E, 2014, 208 p. Storytelling With Data: A Data Visualization Guide for Business Professionals by Cole Nussbaumer Knaflic, 2015, 288 p. Business Communication for Success by Scott McLean, 2010, 408 p. Papildu/Additional: 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	Assessment methods
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.

Evaluation criteria of study results

Criterion	%
Tests	20
Situation analysis	10
Homework	10
Presentations	10
Midterm exam	20
Final exam	30
Total:	100

Study subject structure

Part	CP	Hours			Tests		
		Lectures	Practical	Lab.	Test	Exam	Work
1.	6.0	48.0	16.0	0.0		*	