

**MBA PROGRAM
1st YEAR
GDBA – Graduate Degree in Business Administration
2016-2017**

Titre du Cours :	Business Writing 2
<i>Course Title:</i>	
Heures :	20
<i>Lecture hours:</i>	
ECTS Credits:	2

➤ **PRE-REQUIS-PRE-REQUISITE**

None

➤ **OBJECTIFS PÉDAGOGIQUES DU COURS / LEARNING OBJECTIVES**

This course is intended to help students improve their oral presentation skills which are commonly used and useful in a business environment.

➤ **CONTENU DU COURS / DESCRIPTION OF THE COURSE**

This course draws on the existing and developing knowledge of the business student. Throughout the different sessions, the students will be introduced to specific business situations requiring specific presentation skills. The situations chosen are closely linked to real life requirements and based on authentic business practices.

➤ **Liste des sujets ou resume des séance/ TOPICS OF EACH SESSION OR SUMMARY OF THE COURSE**

The following points will be covered:

■ General introduction

- Information et communication, different types of communication
- The Shannon & Weaver model of communication
- New theories of communication that we experience in our everyday business environment: (Palo Alto, Meta-communication, Paradoxical communication, Transactional Analysis, Neuro-linguistic programming).

■ Non-verbal and paraverbal communication skills

■ Oral communication skills

■ Written communication to support business presentations (ppt slides' content)

■ The recruitment process / job interviews

➤ **METHODES D'EVALUATION (CONTROLE CONTINU) / EVALUATION AND GRADING**

10% class participation
45% class assignments
45% final exam

➤ **REFERENCES BIBLIOGRAPHIQUES / BIBLIOGRAPHY**

DUARTE N., 2012, *HBR Guide To Persuasive Presentations*, Harvard Business Review Press, 256p.
ISBN-13: 978-1422187104