

Syllabus

Course description

Course title	Laboratory in Advanced Communication in Business
Course code	25430
Scientific sector	SECS-P/07
Degree	Master in Accounting and Finance
Semester	1 st semester
Year	2019-2020 2nd year
Credits	3
Modular	No

Total lecturing hours	-
Total lab hours	18
Total exercise hours	Not foreseen
Attendance	Because of the practical nature of this course, attendance and active participation are highly recommended.
Prerequisites	None
Course page	TBA

Specific educational objectives	<p>The objective of this laboratory is to broaden and strengthen students' soft-skills and interpersonal ability to communicate (financial) information in an effective manner. By the completion of the course, students will master core competencies in how to tailor their communication style for different audiences (CFO's, investors, clients), for instance by improving a presentation style with the help of state-of-the-art visualization best practices.</p> <p>Students will also receive training on how to build and refine their capabilities in business writing (for instance in preparing and communicating a managerial report or a press release to shareholders), as well as in networking and building their personal brand as financial professionals.</p>
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Lecturer	Coordinator Prof. Paolo Perego Office SER E202 paolo.perego@unibz.it
Scientific sector of the lecturer	SECS-P/07
Teaching language	Italian
Office hours	Please refer to the coordinator web page
Lecturing assistant	Not foreseen
Teaching assistant	Not foreseen
Office hours	Not foreseen

List of topics covered	<ul style="list-style-type: none"> • Communication and presentation styles/techniques • Negotiation tactics and techniques • Personal branding styles and techniques (e.g. curriculum vitae preparation; set-up of an effective LinkedIn profile and for similar professional digital platforms) • Leadership development and interpersonal relationship management
Teaching format	<p>Interactive sessions with presentations, roundtable discussions and role-play dynamics; off-line assignments and self-reflection.</p>
Learning outcomes	<p>Knowledge and understanding:</p> <ul style="list-style-type: none"> • Knowledge of key aspects of advanced business communication, personal branding and leadership development • Master core competencies in how to tailor a communication style for different audiences <p>Applying knowledge and understanding:</p> <ul style="list-style-type: none"> • Learn tactful and diplomatic communication styles, especially through the exercise of tactical thinking • Apply and exploit digital technology innovations for job search, effective communication and personal branding <p>Making judgments:</p> <ul style="list-style-type: none"> • Ability to search for appropriate communication media and communication style to strengthen effectiveness and foster adequate interpersonal relationships with a variety of audiences <p>Learning skills:</p> <ul style="list-style-type: none"> • Ability to recognize and apply appropriately fundamental techniques and dynamics in professional business communication
Assessment	<p>Combination of in-class individual and group assignments consisting of a variety of applied tasks and contexts to test knowledge or enhance self-awareness in business communication</p>
Assessment language	<p>Italian</p>
Evaluation criteria and criteria for awarding marks	<p>Combination of in-class individual and group assignments consisting of a variety of applied tasks and contexts to test knowledge or enhance self-awareness in business communication</p>
Required readings	<p>TBA</p>
Supplementary readings	<p>TBA</p>