

MGT-545

**Communication for impact**

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<b>Cursus</b>	<b>Sem.</b>	<b>Type</b>
Managmt, dur et tech	MA3	Obl.

Language of teaching	English
Credits	3
Withdrawal Session	Unauthorized Winter
Semester	Fall
Exam	During the semester
Workload	90h
Weeks	14
<b>Hours</b>	<b>2 weekly</b>
Courses	2.29 weekly
<b>Number of positions</b>	<b>40</b>

**It is not allowed to withdraw from this subject after the registration deadline.**

**Remark**

Courses given on IMD Campus.

**Summary**

Effective communication is a critical skill in both personal and professional settings. This course is designed to equip you with the fundamental principles and practical techniques to enhance your ability to communicate with impact.

**Content**

Enhance verbal and nonverbal communication skills  
 Build rapport through communication  
 Understand the psychology of communication  
 Discover the power of inquiry  
 Use communication to advance social causes

**Keywords**

Communicate  
 Listen  
 Present  
 Inquire  
 Persuade

**Learning Prerequisites****Required courses**

None

**Recommended courses**

None

**Learning Outcomes**

By the end of the course, the student must be able to:

- Create

- Critique
- Elaborate
- Interpret
- Sketch

### Transversal skills

- Communicate effectively, being understood, including across different languages and cultures.
- Give feedback (critique) in an appropriate fashion.
- Negotiate effectively within the group.
- Resolve conflicts in ways that are productive for the task and the people concerned.

### Teaching methods

Lecture, interactive exercises, presentations, case studies, visual methods

### Assessment methods

25% class participation

35% Group Project

40% Self Reflective Journal

### Supervision

Office hours	No
Assistant.e.s	No
Forum	No

### Resources

#### Virtual desktop infrastructure (VDI)

No

#### Notes/Handbook

See IMD Canvas for more information

#### Moodle Link

- <https://go.epfl.ch/MGT-545>