MGT-545

Communication for impact

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Cursus	Sem.	Type
Managmt, dur et tech	MA3	Obl.

Language of teaching	English
Credits	3
Withdrawal	Unauthorized
Session	Winter
Semester	Fall
Exam	During the semester
Workload	90h
Weeks	14
Hours	**2.3 weekly**
Courses	2.29 weekly
Number of positions	**40**

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
40% Group Project
35% 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