



## RTU Course "Business Communication Skills"

01B00 Rīgas Biznesa skola

### General data

Code	PBM430
Course title	Business Communication Skills
Course status in the programme	Compulsory/Courses of Limited Choice
Course level	Post-graduate Studies
Course type	Professional
Field of study	
Responsible instructor	Gregory Mathers
Volume of the course: parts and credits points	1 part, 4.0 Credit Points, 6.0 ECTS credits
Language of instruction	LV, EN
Possibility of distance learning	Not planned
Abstract	<p>The course will provide students the opportunity to study in detail the theoretical and practical approaches to business and management communication. The course will teach to analyse audiences, develop arguments, and test one's ability to persuade in writing and speaking. The specific learning objectives in this course are:</p> <p>(1) To develop a practical knowledge of the theories and principles of business and management communication.</p> <p>(2) To develop tools that aid communication in a wide range of scenarios (writing, speaking, nonverbal communication, presentation materials).</p> <p>(3) To strengthen your communication skills through group and individual exercises in different communication scenarios, as well applied to different forms of writing (including sales letters, reports, memos, etc.) and to verbal communication.</p>
Goals and objectives of the course in terms of competences and skills	
Structure and tasks of independent studies	
Recommended literature	Grāmata: Guide to Managerial Communication, Mary Munter (Prentice Hall 2000) 5th edition
Course prerequisites	

### Course outline

Theme	Hours

### Learning outcomes and assessment

Learning outcomes	Assessment methods

### Study subject structure

Part	CP	ECTS	Hours per Week			Tests		
			Lectures	Practical	Lab.	Test	Exam	Work
1.	4.0	6.0	3.0	1.0	0.0		*	