

ES2002 Business Communication for Leaders

This course aims to equip students with the business communication skills needed to be recognized as leaders among stakeholders – colleagues, superiors, and clients. The course provides opportunities for application in an immersive experience within a company-simulated environment. Students will learn core communication principles and strategies before applying them in business proposals, pitches and negotiations.

Course Objectives

By the time the students finish this course, they will have learnt to:

- craft and deliver clear, strategic, and persuasive messages that are pitched appropriately for different audiences and business contexts,
- engage others in various interpersonal settings by listening empathetically, and processing key information and nuances critically,
- develop a confident and credible professional presence as future leaders through verbal and non-verbal communication strategies,
- chart their growth through peer feedback and self-reflections, and
- consider the strengths and implications of using AI.

Teaching Modes

The course employs a blended learning approach which comprises 3-hr face to face tutorials and an average of 1-hr online learning per week over 13 weeks. The online learning may require students to view explanatory videos of theoretical concepts, or interviews with the industry on professional communication practices, review online resources in the forms of articles and videos, and participate in pre-tutorial/post-tutorial activities such as taking part in discussion forums or carrying out peer/self-evaluations. There will also be tutor-student conferencing in small groups either face to face or through a video conference. In summary, the teaching modes adopted will be geared towards a learner-centric, experiential and self-directed approach.

Please note that should the need arise, ES2002 is ready to move forward to a synchronous online facilitation mode.

Course Assessments

This is a 100% continual assessment course. The assessment breakdown is as follows:

CA1 Persuade in Writing: A Concept Proposal (25%)

CA2 Pitch it Right & Think on your feet (30%)

CA3 Negotiation: Think Win-Win (20%)

CA4 Discussion of My Growth (10%)

Community Engagement (15%)