

COURSE CODE: ENTCOMM

COURSE TITLE: Communication Skills for Entrepreneurial Leaders

COURSE DESCRIPTION:

This course focuses on enhancing the communication skills of entrepreneurial leaders from a business perspective. Speaking, listening and writing effectively in a business context will be covered extensively by the course since organizational success and career advancement is often linked to outstanding communication skills.

DEPARTMENT: Decision Sciences and Innovation Department

TEXTBOOK:

McGraw Hill Subscription:

- Business Communication In Person, In Print, Online 10th edition by Amy Newman; Cardon, P. (2020). Business Communication: Developing Leaders for a Networked World (4th ed.).

READING LIST:

- Bell, A. H. and Smith D.M. (2010) Management Communication. Third Edition. Singapore: John Wiley and Sons. Business Insider (2016).
- Gajadhar, J. and Green, J. (2005) The importance of nonverbal elements in online chat. EduCause Review. Retrieved from:
<https://er.educause.edu/articles/2005/1/the-importance-of-nonverbal-elements-in-online-chat> Glassdoor (n.d.)
- Goman, C. (2011) How culture controls communication. Forbes. Retrieved from:
<https://www.forbes.com/sites/carolkinseygoman/2011/11/28/how-culture-controls-communication/>
- Gregg Learning. (2019). Guidelines for writing short business reports. YouTube. Retrieved from:
<https://www.youtube.com/watch?v=TW-1aan4nFs>
- Guffey, M. E and Du-Babcock, B. (2011) Essentials of Business Communication. Singapore.: Cengage Learning Asia Pte. Ltd.
- Lehman, C.M. and DuFrene D.D. (2017). Business Communication. Philippine Edition. Cengage Learning Asia Pte. Ltd.
- Rentz, K. Flatley, M.E. and Lentz P. (2011). Lesikar's Business Communication. Connecting in a Digital World. 12th edition. McGraw Hill Irvin.

- Satterwhite, Marilyn and Sutton J, (2007) Business Communication at Work. Third Edition: McGraw Hill Companies Inc.
- Sreenivasan, S. (n.d.). How to use social media in your career. New York Times. Retrieved from: <https://www.nytimes.com/guides/business/social-media-for-career-and-business>
- Stuart, B.E., Sarow, M.S. and Stuart L. (2007) Integrated Business Communication in a Global Marketplace. England: John Wiley and Sons.

REQUISITE EQUIPMENT/MATERIALS FOR THE COURSE:

- All links to needed materials will be indicated/provided in the syllabus