



Communication Skills II (COMM-2)

Introduction

The ability to communicate your ideas effectively is a vital skill, whether it be a presentation, an interview, a negotiation or any relevant interpersonal situation. Not only is it a crucial aptitude but also a trainable one that we must study and develop, especially if we intend to be in a leadership position in our company, in our family or in our community.

This course continues the path started with COMM-1 towards becoming a persuasive and strategic communicator, and with the same method: practice, practice and practice, and to receive valuable feedback from the coaches and your teammates.

Objectives

The goal of the Communication skills courses is to provide MiM students with effective tools to improve their interpersonal communication skills. COMM-II will focus on three aspects, not covered in COMM-I: ceremonial speech, corporate storytelling, and special guidelines for speeches in situations of conflict, controversy, and crisis.

Competences

Basic Competences

- CB8. The students can integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.
- CB9. Students know how to communicate their conclusions and the knowledge and ultimate reasons that support them to specialized and non-specialized audiences in a clear and unambiguous way.

General Competences

- CG2 - Work effectively in multicultural teams, assuming the leadership of a project when required. Integrate the value of diversity in the decision process and teamwork. (Ability to work in multicultural teams).
- CG4 - Acquire the self-knowledge and self-control necessary to work effectively in professional environments under pressure, understanding the motivations of others and the culture of the company. (Emotional intelligence).
- CG5 - Apply proven ethical criteria in making business decisions, respecting the intrinsic dignity of each person and the achievement of the common good. (Integrity).

Specific Competences

- CE01 - Identify the relevant data to diagnose a business problem and generate sensible decision alternatives.
- CE07 - Develop rigorous business plans that achieve viability status as scrutinized by real investors.

Content

This course discusses the following topics:

- Corporate storytelling
- Ceremonial speech
- Corporate storytelling. Practical session in teams lead by facilitators
- Ceremonial speech. Practical sessions in teams lead by facilitators
- Difficult situations: conflicts and controversies
- Difficult situations: speaking in a crisis
- Speaking in difficult situations
- Practical session in teams lead by facilitators

Evaluation

The evaluation will be based on three elements:

- Class participation (ideas shared and contribution to the full group sessions; and quality of the feedback given in the small group sessions): 30%
- Practical exercises (evaluation of the speeches delivered during the practical sessions): 30%
- Improvement reached in the student's communication skills: 40%.

The IESE Business School's Honor Code and Learning Partnership apply to all activities in this course. For individual assignments, unless explicitly stated, you should not interact with anyone else. For deliverables to be done in teams you should interact only with the members of your team.