

COMM230: THEATRE - ACTING FOR BUSINESS

COURSE NUMBER : COMM 230	CREDITS : 3
PREREQUISITE : COMM 130	ECTS CREDITS : 6
OFFERED : FALL	SEMESTER HOURS : 45

COURSE DESCRIPTION:

The information and knowledge economy places an ever-increasing demand on individuals in business to master a wide variety of communication tools and techniques in order to function successfully in diverse professional settings. Drawing heavily on the techniques used in acting, students will learn how to craft compelling messages in a variety of more specific and complex situations in public speaking.

COURSE OBJECTIVES:

Students will be guided through a number of tools and techniques used by actors to gain knowledge about themselves & their communication styles and, also, how to read and understand the communication style of their interlocutors. Students will extend their confidence, competence and critical awareness as communicators.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Create compelling messages that have impact on their audience
- Analyse effectively the challenges inherent in diverse business situations (e.g. negotiations, briefings, and proposals) and come up with solutions
- Focus on the big picture as well as the details
- Draw on their creativity to solve problems
- Perfect their verbal and non verbal communication
- Think on their feet
- Strengthen their confidence
- Work effectively in teams