

TEACHING GUIDE

MASTER'S DEGREE IN BUSINESS ADMINISTRATION AND MANAGEMENT **MBA FULL TIME** 2024-2025

1. SUBJECT

- **Name:** Business Communication Skills
- **Type of subject:** elective
- **Credits:** 3 ECTS
- **Teaching language:** English
- **Coordinator of the course:** Olatz Larrea
- **Professor:** Olatz Larrea

2. PRESENTATION OF THE SUBJECT

This course provides students with advanced public speaking and presentation techniques through a fair split of theory and practice considering the question of public speech. During workshop sessions students will learn to structure the content of their presentation, organize ideas for maximum impact and control the basic aspects of non-verbal communication (gesture, voice, face and posture) to successfully pronounce an oral speech. The course focuses on developing skills for projecting a confident image of oneself, learning persuasion strategies and working effectively with visual aids to create a stronger connection with audience with a special focus on voice education and body language. To promote students' exploration of themselves as public speakers' exercises will be videotaped for presentation, analysis and feedback, providing them with real-time coaching in the practical tools necessary to create dynamic, professional presentation

Objectives of the course

- Learn the basic principles for structuring and organizing effective speeches.
- Use different rhetorical resources to attract the attention of the public.
- Identify and control the basic aspects of non-verbal communication (gesture, voice, posture, face...) to successfully deliver a public speech.
- Cultivate their own speaking style while developing strengths in skillful communication with diverse audiences in a variety of situations through multiple media.
- Acquire the capacity to successfully represent themselves and their perspectives in a variety of social circumstances.
- Be able to engage in public performance in a variety of contexts.

Contents

Resultados de aprendizaje (de la materia o de la asignatura)

- Plan and prepare speeches that inform, persuade, or fulfill the needs in a business onset
- Use presentation aids to enhance your speeches.
- Outline your speeches in a logical and thorough fashion.
- Conduct meaningful research on a variety of topics.
- Analyze your audience and design speeches to reflect your analysis.
- Evaluate speeches based on a variety of verbal and non-verbal criteria.
- Understand and explain the public communication process.
- Speak confidently, clearly, and fluid

3. LEARNING PLAN OF THE SUBJECT

Teaching methodology

The teaching method is highly practical and participative includes combining workshops, tutorial sessions with analysis and feedback, and theory to develop criteria for a critical perspective.

Hours of dedication (between classes and student work):

- Practical exercises and activities (10 hours)
- Theoretical concepts explanation (5 hours)
- Tutorials (5 hours)

Out-of-class activities:

- Personal study & work: (30 hours)

Evaluation (*evaluation system, qualification system, etc.*):

The evaluation includes the following elements:

- Individual presentation (Ted Talk / Pitch) (80% of final grade)
 - 50% Verbal communications
 - 50% Non-Verbal Communication
- Participation in class dynamics and critical perspective to evaluate others (20% of final grade)

Training activities

*Information about the sessions.

Session 1	1. Rhetoric: the art of using language effectively and persuasively
Session 2	2. The preparation of the pitch: objectives and audience 3. Rhetorical strategies for attracting and maintaining attention and interest. 4. Writing techniques: clarity, conciseness, concreteness and brevity.

Session 3	5. Basic aspects of non-verbal communication 6. The control of the body: gestures, postures and scenic face.
Session 4	7. The use of voice: vocal qualities, prosody and pronunciation. 8. Use of visuals & support elements on presentations
Session 5	9. On the stage: the layout and the interaction. 10. Memorization and acting.

4. TEACHING STAFF

Summary curriculum of the teaching staff teaching the subject (lines of research and main recent publications)

Olatz Larrea is a professor and researcher who earned her Phd in Communication in 2015. Her research career is mainly focused on the analysis of human responses to media exposure, more specifically to the analysis of cognitive processes of mediated messages (attention and recall) applied to sound messages on audiovisual media.

Recent research lines are related to audience studies, with a special interest in the impact of speech, oral communication and public speaking in high stressful contexts. She has been a speaker at international conferences, and her teaching experience in university includes public speaking, voice training, and audio advertising. She has over a decade of experience in the radio and television industry as anchor and voice-over.

Recent publications

Larrea O. (2018). A training model for improving journalists' voice. Journal of Voice. ISSN: 0892-1997

Rodero, E., Larrea, O., Mas, LL. (2022). Speakers' expressions before and in a public presentation. Pleasantness, emotional valence, credibility, and comprehension effects. El Profesional de la Información . <https://doi.org/10.3145/epi.2022.jul.05> . ISSN: 1386-6710

Rodero, E., & Larrea, O. (2022). Virtual reality with distractors to overcome public speaking anxiety in university students. Comunicar(72) . <https://doi.org/10.3916/C72-2022-07> . ISSN: 1134-3478

5. BIBLIOGRAPHY (mandatory/recommended)

Sam Leith Are You talkin' to Me. From Aristotle to Obama. Published by Profile Books (2011).

Edward P. J. Corbett, Robert J. Connors (1998) Classical Rhetoric for the Modern Student Published by Oxford University Press, USA, 1998 ISBN 10: 0195115422 / ISBN 13: 9780195115420.

German, Kathleen M. (2010). Principles of Public Speaking. Boston: Allyn & Bacon

Gallo, Carmine (2014). Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds. St. Martin's Press. ISBN 978-146683727