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## **COMMUNICATION COURSE (COMCO):**

### **Introduction**

The introductory communication course (COMCO) is a half-credit course, of compulsory attendance, and graded.

As a skills course, its main content is practical: time for students to give speeches in small groups and even in front of the whole class, with the support and personalized feedback from trainers. Each day will be introduced by a plenary session to explain the framework of each structure, but even those sessions will have a practical approach, with exercises, etc.

### **Objectives**

The goal of this course is to provide MBA students with effective tools to improve their interpersonal communication skills, useful both for their time at the School and for business presentations, job interviews, etc.

### **Learning Outcomes**

- Develop participants' rhetorical skills in corporate speaking and in interpersonal encounters.
- Developing one's own communication style.
- Help students develop an understanding and an appreciation of interpersonal communications as a tool of management when dealing with a variety of audiences

### **Competences**

Understanding an audience: previous knowledge on the speech's topic, expectations and emotions, time frame, planning and preparing.

## Content

This course is four days long. Schedule, methodology and trainers team will be the same. Content includes three dedicated to public speaking plus an extra day for personal interviews skills:

- a. First week: Rational speeches (Logos)
- b. Second week: Leadership speeches (Ethos)
- c. Third week: Storytelling (Pathos)
- d. Fourth week: Personal interviews

## Professors, trainers and feedback

The key of this introductory course is to make students practice, practice and practice. According to this approach, professors will give them useful conceptual and practical tools in plenary sessions.



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- Law School (Santiago de Compostela, 1982)
  - Ph.D. in Philosophy (University of Navarra, 2000)
  - Professor of Preventive Communications and Crisis Management at the Pontifical University of the Holy Cross, Rome (2000--present)
  - Founder and CEO of ROME Reports TV News Agency (2003-2008)
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