MAGEC CDLM IN ECONOMICS

Serie di lezioni: 2 cfu tipologia crediti F

PROFESSIONAL COMMUNICATION FOR ECONOMICS
Prof. John Gooch
University of Texas at Dallas
April 27-May 5, 2015

Hours of lectures: 12 hrs

Credits: *2 credits type F*, conditional on lectures attendance and positive final assessment at completion of the course.

Maximum number of students: 20 students

Registration: Given the limit in the total number of students that can attend the course it is **compulsory to pre-register**. The online registration module is available at the link:
https://docs.google.com/forms/d/1Io3p5jlAnuOZUpA5hpMSTgZmxORGq34JZDfX-Hu2WWE/viewform?c=0&w=1

Deadline for registration, *Friday April 24th, 13.00.* The list of accepted students will be communicated via e-mail on Friday April 24th. The order of admission will be based on the priority rule and on the registration time.

Priority: (i) students of CdLM in Economics, (ii) students of CdLM Banca e Finanza and CdLM Economia delle Imprese e dei Mercati Internazionali, (iii) students of other Economics courses

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*Syllabus is subject to change at the instructor's discretion. Any and all changes will be communicated to students in writing. The course will be evaluated "Pass/Fail."

Course Description
This course will focus on enhancing the students' abilities to communicate effectively in professional contexts. Students will learn to adapt to their audience, adopt an appropriate style, and effectively communicate both in writing and in oral presentations. Considerable emphasis will be given to helping students improve their written communication and oral presentation skills in English.

Course Learning Objectives
To enable students to adapt written and oral communication skills to both specialized and non-specialized audiences
To develop students' skills in preparing and delivering effective oral presentations
To refine students' skills of revision for written documents and oral presentations

Recommended Textbooks
- Gooch, John, and Dorothy Seyler. *Argument!* Second edition. McGraw-Hill Higher Education, 2012.
- Lane, Shelley D., Abigail, Ruth Anna, and John Casey Gooch. *Communication in a Civil Society* (Chapters 11-14). Pearson Education, Inc., 2014.

General Course Requirements
Students will use written and spoken English for all class activities and assignments.
Students will speak English when participating actively in class.
Students will complete all assignments thoughtfully and on time.

Course Timetable from April 27ᵗʰ – May 5ᵗʰ

Lunedì, 27 aprile (14.00 – 16.30) *Aula E*	Introduction to the Course Ethics in Written and Oral Communication The Writing Process (Audience, Purpose) Writing as an Economist (Essays, Reports, Documents)
Martedì, 28 aprile (14.00 – 16.30) *Aula E*	Writing Style, Grammar and Mechanics in English Documenting Sources, Plagiarism Workshop: Academic Essays
Lunedì, 4 maggio (14.00 – 16.30) *Aula E*	Giving Oral Presentations: Organization, Delivery, Visual Aids, Citing Sources
Martedì, 5 maggio (14.00 – 16.30) *Aula E*	Workshop: Practice Presentations

Expectations for Professional Writing and Oral Presentations

Minimum Requirements for Passing Grade
At minimum, students must attend all four lessons and participate actively to be eligible to "pass" the course.

Analysis of Audience and Purpose
When presenting information in oral and written form, it becomes very important to analyze audience and also to identify the purpose of the document or presentation. A professional writer or speaker should learn as much as they can about their audience, so they can effectively address those readers or listeners.

Organization and Development (Overall Content)
For written reports and essays as well as oral presentations, it is important to structure the information effectively and also provide adequate support for ideas and arguments through evidence and analysis. Good writing also means that you effectively structure each paragraph and each section.

Thesis or Main Point

Both oral presentations and written documents should advance a central claim or main point. You should organize the content of your presentation or document around this point.

Accessibility (Written Documents)

People read professional documents for information. Therefore, readers should be able to access easily the information in the document. Accessibility requires, for example, the use of a table of contents, tab dividers, headings and subheadings, page numbers, running headers and footers, and any other feature that enables an audience to locate quickly and easily the information they need.

Style/Diction

Word choices and sentence structure are important for the overall effectiveness of the written document or oral presentation. When preparing a document or presentation, writers or speakers adopt an appropriate level of style for their audience and intended purpose.

Delivery

"Delivery" in written documents refers to formatting (font size/type, font style, margins, white space) whereas "delivery" with regard to oral presentations refers to use of the voice, appropriate and effective body language, and enunciation of words as well as avoidance of verbal and overly long pauses.

Professionalism

"Professionalism" means preparing work according to the same professional and ethical standards expected of someone in a professional setting. Students must proofread and edit carefully *all* work submitted for evaluation. They will also adhere to standards for conventional English grammar and mechanics on all assignments. Professionalism also requires that students use appropriate source citation wherever and whenever necessary so that they can avoid plagiarism. Students need to remember that their work can reflect upon them in either a positive or negative way.