



IEOR E4720

# PROFESSIONAL COMMUNICATION

DEPARTMENT OF INDUSTRIAL ENGINEERING & OPERATIONS RESEARCH

## COURSE STRUCTURE

- 1 credit, letter graded
- Small class size (less than 15 students per class) for focused attention and interaction with instructor(s) and peers
- Course does not count towards your MS degree requirement

## TOPICS INCLUDE

- American culture & communication
- Elevator pitch and self-branding
- Non-verbal communication
- Virtual communication
- Interview techniques
- Networking skills
- Tackling miscommunication

## COURSE DESCRIPTION

This course is developed to improve students' communication skills in response to feedback from employers and alumni. In this class, each student will develop and polish his/her personal narrative as the fundamental method for developing professional identity. Students will develop their communication and presentation skills in an effort to increase their professional intelligence. Students will use group discussions, smaller group work and short presentations, to:

- Gain understanding of American business etiquette and norms
- Eloquently and succinctly convey their thoughts and ideas clearly to potential employers through all methods of communication
- Confidently present their ideas and to ask questions in large group interview settings
- Use communication to develop their networking circles

By the end of the course, students will have their elevator pitch and frameworks for approaching any professional, interpersonal setting. They will also be equipped to continue evaluating and improving their interpersonal skills beyond the semester.

“Professional Communications for FE has definitely been a morale booster from the perspective of personality development. Various subtle points have been made in class regarding culture, way the communication pattern changes due to culture, interview tips and the ways to effectively present yourself that create a lasting impression on the listener. It has been a very good experience by attending this class.” - Subodh Misra

“I think this course can help students talk to others confidently and be outstanding in the interviews. Confidence is the most important part of one's social network and interviews.”  
- Lipeng Wang



“I think the most helpful part of the class is learning how to speak to the people. They taught me methods and how to think instead of just memorizing. Like thinking about what my mission statement is and how to contact others in written format. This class makes me rethink my short-term goal and long-term goal...it helps me get on the right track for preparing the interview and building my social network.” - Anonymous

“The small classroom setting is very good for making friends, especially for a person like me who just started to live in a new city. Classmates are all very encouraging and supportive. It's helpful and fun to get your pitch and presentations videotaped and to take the short mock interview in class. You can get feedback and see your progress. [The instructor] is very patient in answering everyone's questions. She is an expert in introducing the American culture, idioms and networking norms. Ask her about...everything!” - Mengyi Meredith Shen



“I like this class because I've learned many new points of etiquette in professional communication, which will certainly be helpful for my transition from college to career. Also, the in-class activities gave me many chances to improve my elevator pitch and interview answers.” - Tianxing Ricky Zheng