

# EXPERIENCE DESIGN (XD)

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## **XD 620 Managerial Communication (3 credits)**

This course approaches effective communication both as an essential professional skill and as an important function of management. It discusses the elements of communication (argumentation, structure, style, tone and visual appeal) and presents techniques for increasing one's effectiveness in each area. Students read, discuss and write about cases based on tasks that managers commonly face, such as explaining changes in policy, writing performance evaluations, analyzing survey results or other numerical data, and communicating with employees, shareholders, the press and the public. Methods include group work, oral presentations, several writing assignments and role playing. Drafting and revising and computerized word processing are stressed.

*Typically Offered:* Every two or more years

## **XD 711 Argumentation Strategies for Business (3 credits)**

This course is designed to develop in-depth oral presentation and critical skills in persuasion for a variety of business situations. The course covers strategies for effectively advocating new proposals and defending current policies; addressing audience attitudes and concerns in formulating positions (discovering hidden agendas); establishing arguments through analysis and evidence; creating conditions for mutual persuasion; handling question-and-answer sessions; enhancing well-reasoned arguments and establishing tone through effective language usage; establishing personal credibility (reputation); and recognizing logical and psychological fallacies in arguments. Students will gain experience in thinking on their feet, as well as preparing a coordinated set of strategies for a team position defense and creating effective individual persuasive presentations.

*Typically Offered:* Every two or more years