

Business Communications

Last Updated: Wed, 10/22/2025

Course prefix: MGT

Course number: 6507

Section: D

CRN (you may add up to five):

84415

Instructor First Name: Christy

Instructor Last Name: O'Neill

Semester: Fall

Academic year: 2025

Course description:

Employers not only expect MBA graduates to show a firm grasp of fundamental presentation skills, but they are also looking for candidates who are proficient in listening skills, understanding audiences, giving and receiving feedback, and communicating within (and as) a team. This course teaches the art and science of persuasive business communications, including organizing listener-focused messages, storytelling, presentation delivery, confident Q&A, listening skills, and effective teamwork. We teach these skills through a combination of in-class lectures, on-camera exercises (synchronous and asynchronous) and a lot of group interaction and collaboration. As a framework to teach these skills, you will each prepare an individual presentation that you will refine over the first three weeks of the course. Then, in small groups, you will develop a presentation with a slide deck that your team will deliver in our final class.

Course learning outcomes:

Upon successful completion of this course, you should be able to:

- Organize and frame a listener-focused, memorable message;
- Use storytelling to build relatability and credibility with compelling evidence;
- Present in a style that connects with listeners;
- Answering questions in a way that inspires confidence;
- Use listening skills;
- Give and receive feedback; and
- Communicate effectively as a team.

Required course materials:

“The Executive Speaker Workbook” – available in PDF on Canvas.

Additional materials, class videos, and assignments will be posted on Canvas or provided during class.

Grading policy:

This is a Pass/Fail class. Each class builds upon the last, so attendance and completion of assignments are required.

Assignment	Date	Weight
Attendance & Participation	Weekly	Required for Pass
Assignments & Presentations	Weekly	Required for Pass

Grading Scale

Pass = Successful completion of all assignments and attendance requirements.

Fail = More than three missed/incomplete assignments or absences.

Attendance policy:

Attendance & Participation: Required. One missed class may be made up with a written assignment. More than three missed or incomplete assignments/classes results in a failing grade.

Academic honesty/integrity statement:

Students must follow Georgia Tech’s Honor Code and Student Code of Conduct. Any suspected cheating or plagiarism will be reported to the Office of Student Integrity.