



EFFECTIVE COMMUNICATION FOR FUTURE BUSINESS LEADERS



Summer Programme

The 15 days' Effective Communication for Future Business Leaders Programme aims to develop students' effective communication skills in any global settings. It focuses on intercultural communication skills, functional Business English proficiency, and critical thinking skills. The course examines theories and case studies in effective communication in international business contexts, including business presentation, politeness, negotiation and persuasion, strategic thinking and leading a team. The programme also includes guest speakers who have extensive business leadership and experiences to share their perspectives and learnings on effective communication.

**Target students:**

Any students who wish to have a global career with the view to enhance one's business communication, intercultural competence and leadership presence. This is part of LSE-Fudan Exchange Programme with a competitive admission process.

Time: 15 days from 07 Aug to 21 Aug 2022 (daily interactive part will be delivered AM UK time) **Fee:** £1,200 (all course materials inclusive)

Delivery: The course will be delivered online with recording lectures, readings, online practice and feedback and live Zoom seminars. Courses are delivered by staff from LSE and business industry leaders.



Other information: This programme is capped. The course offers limited scholarship to partner universities, based on student application and university level recommendation. The programme will present top 3 students with additional award and referencing opportunity from course leader.