

“How”- Foundation Course in Management & Leadership

Advanced Communications Skills

Code: M1002

Communicating the right thing, the right way, at the right time

Course objectives:

BSL’s course in Advanced Communication Skills will equip you with concrete tools and methods to improve your communication skills. Practical applications during the course will highlight your strengths and improve your development areas. The course will cover:

- Authentic and transparent communication
- Effective communication in crisis situations
- Listening skills
- Presentation skills
- Adopting to different cultures and companies
- Ability to say no
- The ability to reach an agreement and close a deal

Claudia Kranefuss

Professor

Claudia Kranefuss is CEO of Essence Trainings. She gives the modules on Advanced Communications Skills and Advanced Teamwork & Cooperation Skills at Business School Lausanne and co-instructs Effective Self Management. Kranefuss began working with Essence Trainings as a co-trainer in 2000, and as CEO, she is now responsible for the company’s strategy. Prior to Essence Trainings, Kranefuss worked for ANWB Publications, where she served as Marketing Manager until 2001, when she became a Publisher for the group. Kranefuss has a Master’s Degree from Vrije Universiteit in Amsterdam and holds the Dutch marketing degrees NIMA A and B. She is a graduate of the Universität Heidelberg and Westfälische Wilhelms Universität.

Yiftach Sagiv, Professor

Yiftach Sagiv and co-instructs Advanced Communications Skills and Advanced Teamwork & Cooperation Skills and gives a module on Effective Self Management at Business School Lausanne. After retiring from the Israeli military in 1975, Sagiv was shareholder and director of A.M.I. Supplies LTD, a company, specializing in marketing and building constructions. In 1986 he managed the R & D department for a large company in textile products. In 1989 Sagiv became a coach and a trainer for personal and organizational development. He founded the Dutch company Essence Training and, since 2003, has dedicated himself to creating learning tracks in personal development and business performance.

Additional Information:

Course Module: 26.5 hours in which there are 21.5 course hours and 5 hours of teamwork
10 hours of pre-course work due 1 week prior to course start.
20 hours of post-course work due 2 weeks after course completion.
This course includes a 6 hour individual reading requirement.

Dates: See calendar

Advanced Communications Skills is a “How” course which must be taken during the foundation part the BSL MBA program. In order to complete the foundation part, you need to successfully finish a total of 4 “What,” 4 “How,” and 2 “Why” courses.

Course Benefits: Relevant to current business practices, BSL’s MBA level courses are designed to enable participants to apply new insights and business skills through teamwork and interactive learning in a multicultural environment.