

RHETORICS (2 ECTS)

Many entrepreneurs and business people can testify to the fact that it's not enough to have an interesting business idea; one must also know how to communicate that idea to others. For this reason, the Zagreb School of Economics and Management offers an obligatory Rhetorics course in order to teach students how to effectively and convincingly present their ideas to others. By preparing a speech or a debate, students will learn how to collect, organize, articulate, remember, and say everything they want to transmit to their audience, all within set rhetorical frameworks. By analyzing video and audio examples of speeches, students will learn to critically analyze the quality of certain rhetoric and learn which kind of verbal communication style they must use in different business situations.