

School of Professional Advancement

Course Outline

Course Title Communication for Managers
Course Type: Foundational

Course Description

Communication for Managers

Professional employees of an organization require excellent communication skills in their business lives. This course provides a step-by-step guidance for learning specific communication techniques that can help them improve those skills and achieve clarity and brevity in business communication. Using a ‘four-part’ approach to communication instruction i.e. explain it, try it, evaluate it, perfect it, will provide managers with the tools they need to become masterful communicators. The course caters a greater focus on “strategy through skill” and provides more opportunities for applying skills and insights to a broad range of fields for success in future careers in accounting, finance, marketing, management, human resource management, information systems and telecommunications. The primary objective of this course is to acquaint the students with the essential elements of corporate communication. It deals with the key communication concepts in managerial communication, it highlights vital skills one needs to hone to communicate effectively in both business and non-business situations.

Format of the Course:

Weekly readings with supplement lecture material.

Resource Material

Locker, K., & Kaczmarek, S. (2014). *Business communication: Building critical skills*. McGraw-Hill Higher Education.

Locker, K. O. & Kienzler, D. S. (2012). *Business and administrative communication*. Irwin/McGraw Hill.

Harcourt, J. Krizan, A. C. & Merrier, P. (1996). *Business communication*. South-Western Pub.

Saakshi & Jain, N. C. (2006). *Essentials of business communication*. 2nd Edition. AITBS Publishers.

Instructional Goals (or Course Objective)

1. To understand how effective business communication is important to professionals of an organization?
2. To understand how a communicator can enhance his/her credibility by persuading others?
3. To understand how a professional can overcome communication problems while working in a high uncertain and culturally diverse environment?
4. To enhance the reading comprehension and writing skills of professionals.
5. To understand what format must be followed in formal written management communication?
6. To develop skill in designing most effective job resumes.

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Course (Student) Objectives

Upon completion of the course, students will be able to:

- Differentiate between short and long reports.
- Learn to deliver an effective message using a clear message strategy.
- Design concise and compact presentations.
- Become capable of developing business letters and reports.

Brief Course Content

Session: 1. Introduction

- One-to-one introduction
- Course introduction, teaching & assessment methodology
- Distribution of course outlines
- Discussion on course outline
- Setting up norms
- Dividing the class in 4-5 groups which will remain till the completion of the course
- An introduction to communication

Learning Outcomes

- Students will be able to put things into writing to create a formal record, to convey complex data, to make things convenient for the reader.
- They will be able to think creatively, brainstorm, work within limits, consciously seek problems, have constructive argument and question conventional wisdom.

Activity 1.

Case Study by “Skills you Need”: What is Communication?

Session: 2. Principles of Business Communication

- Understanding the “Keep it Short and Simple” Principle
- Choosing effective words
- Developing sentences
- Forming paragraphs
- Providing coherence in sentences

Learning Outcomes

- To choose words that your receiver(s) will understand and that will gain the receiver reaction you need
- To develop clear, concise, and effective sentences
- To form clear, concise, logical, coherent and effective paragraphs
- To choose your own composing style to give uniqueness and life to your message

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Activity 2.

- The Greatest Skill – Communication, leaders must connect with the people they're leading
- Verbal discussion and questioning & answering session

Session: 3. Planning and Structure of Business Letter Writing

- Qualities of good business letters
- Important reasons for writing business letters
- Necessary planning and steps taken in planning a letter
- Business correspondence
- Business letter writing skills
- Structure of a business letter

Learning Outcomes

- Understand the business relations while communicating in professional setting
- Understand the requirements for developing effective business letters
- Understanding the need to provide the written records, furnish transactions or evidence
- Seeking and conveying final communication
- Understanding the purpose of the message
- Analyzing the audience
- Collecting ideas and facts to be organized in the message
- Understanding different components of a business letter

Activity 3.

- Writing a business letter
- Identifying barriers to effective communication that result in unmet needs in project plan through a Case on “Barrick Australia Pacific”

Assignment

Create a brochure that persuades people to give up smoking habits and present them with the ways to keep themselves healthy

Session: 4. Planning and Structure of Business Letter Writing

- Kinds of business letters
- Types of various letters
- Letter layout
- Style of presentation in business writing
- Style

Learning Outcomes

- Students will be able to use certain strategies of communication that appropriately fit their purpose of communication and audience

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- They will be able to adapt and transform their idea to the perceptions and understanding of their audience

Activity 4.

- Designing a business letter based on a suggested format
- Getting the message across – the importance of good communication: A HMRC case study
- Impromptu Speech: Generate keywords, drop them into a bag, and self-choose presenters to speak for 5 minutes on each topic

Session 5. Presentation Skills

- Principles for developing good presentation
- Steps for developing a successful presentation
- Identifying best presentation style
- Designing structure of presentation
- Delivering presentation, maintaining attention and conclusion

Learning Objectives

- Students will be more confident in handling their listening and overcoming their fears
- Students will be able to sequentially arrange the point by giving as structured shape to the content

Activity 5.

PowerPoint Presentations: Focus your attention on a chapter or article and present this material to the class using PowerPoint using an appropriate presentation strategy and material coverage.

Session: 6. Formats for Letters and Memos

- Principles for following correct letter formats
- Creating a professional and official image with in the document
- Applying appropriate courtesy titles for formal correspondence
- Setting up correct memos

Learning Outcomes

- Students will be able to use memos and business letters and memos as documents important for formal communication
- Students will be able to manage memory clarity by providing a written evidence or record while communicating in their organizations

Activity 6.

Memo Writing Exercise:

A fellow manager has just returned from a conference with a revolutionary idea: Eliminate all inventory. Write a memo to this manager in which you outline the reasons why this is not a desirable idea.

Session: 7. Presentations

Activity 7.

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Omer is a secretary for the local credit bureau. He is responsible for keeping good will between the bureau and its customers. When he answered the telephone one day, a man's voice demanded to talk to the head of the office. Omer told him that he was not in the office and asked if he can be of any help. The man answered in a loud voice, using abusive language. Omer put the receiver down with a bang. The telephone rang, but he refused to answer. This is not the first time Omer has done this and the manager wants to talk with Omer about his behavior with an HRD representative present. What should the HRD representative do?

Session: 8. Writing Proposals and Progress Reports

- Writing proposals
- Important proposal questions
- Proposal styles
- Proposal due class research projects
- Proposals for action
- Sales proposals

Learning Outcomes

- Students will be able to work in a highly engaging and productive formal environment
- They will be able to enhance and exploit their brainstorming as well as networking capabilities

Quiz:

- Using 5 finger communication
 - 1) You are angry because your partner came home late from work and you were planning on going out to dinner together
 - 2) Your boss gave you the project, you were hoping to work on, on a less skilled coworker
- Write a complete proposal using 18 proposal elements discussed in this chapter. The subject of your proposal is to suggest that a required report writing course be offered. The receiver of your proposal will be academic officer of your university.

Session: 9. Proposals and Progress Reports

- Planning the content for writing a report
- Designing different types of proposals
- Designing different forms of progress reports

Learning Outcomes

- Students will be able to use diverse approaches in providing information that other organizational members need to make plans and solve problems
- They will be able to apply various formats/approaches in documenting a report and proposal

Activity 8

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Visit the website of Global Reporting Initiative (<http://www.globalreporting.org/Home>), a group of analysts from various industries and professions that is committed to advancing the cause of socially responsible reporting by organizations. Prepare an information report as a memo, describing the organization, the people behind it, their guidelines, their work and their impact on the corporate world.

Session: 10. Resume

- How to encourage employer to pay attention to resume
- What kind of resume to use
- Difference between two resumes
- Kinds of resumes
- What not to include in a resume

Learning Outcomes

1. A well written resume will help students use it as an effective communication tool by clearly summarizing what they can do on job
2. They can clearly reflect upon the need and requirements of the employer in the organization
3. Choose right kind of resume appropriate for the qualification
4. Write strongest possible resume

Activity 9

<http://www.livecareer.com/resume-examples>

- Personal Profile Building:

Create a short personal profile by providing a brief description of you and your experience. It should focus closely on the experience and skills required for the job you are applying for. It should be no longer than three sentences and be seen as an advertisement for yourself

Session: 11. Effective Precis Writing

- Methods of procedure
- Features of a good precis
- Uses of precis writing
- To sum up precis
- Abridge sentences
- Key words, phrases, clauses and sentences
- Precis of a correspondence
- Hints for writing a good precis
- Passage for precis
- Comprehensions

Learning Outcomes

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- Students will be able to access online & published material for secondary information gathering
- They will be able to understand data sources, analyze and document them

Activity 10

- Paragraph Correction

Read the passage given. Then answer questions about errors in the passage

- Precis

Write precis of the given paragraph

Session: 12. Short Reports

- Selecting patterns for organizing short business reports
- Organizing the content of the short report
- Using most suitable style for business report

Learning Outcomes

- Students will be able to develop different kinds of reports using different form of organizing patterns
- They will be able to operationalize the specific principle that apply to the reports

Quiz

Session: 13. Long Reports

- Understanding the contents of the long report
- Write best long report in limited time period
- Designing each part/section of the long formal report

Learning Outcomes

- Students will be able to provide a consolidated and updated information to their audience by developing long reports
- They will be able to develop reports that facilitate decision making and planning in their organization by develop long reports as source of reliable and permanent information

Activity 11.

Writing a long report using a sample example

Session: 14. Job Application Letters

- Designing 'T-Letters'
- Developing effective job application letters
- Designing e-mail application letter

Learning Outcomes

- Students will becomes more capable of getting an interview for their job
- They can use them as source of showing a specific company what they can do for it

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Activity 12.

Cover Letter Corrections

Rewrite the given cover letter and make corrections where necessary.

Session 15: Presentations

ASSESSMENT METHODOLOGY

The participants' performance will be assessed through the following activities:

Class Participation (Individual-Every Class)	20 %
Presentations (Group)	15 %
Classroom Activities (Individual/Group)	15%
Short Quiz (Individual)	10 %
Mid Term Examination (Individual)	10 %
Final Term Examination / Conceptual Term Paper (Individual)	30 %
Total	100 %

Note: Detail description of every aforementioned assessment activity will also be provided in the class.

Personal Ethics

It is expected that both the stakeholders (teacher & students) will adhere to decorum of professional and ethical conduct. Cheating, plagiarism (submitting the language, ideas, thought or work of another as one's own) or otherwise indulging in un-fair means to obtain a grade under false pretenses will result in severe disciplinary action leading to removal from the course. Any deliverables found falling in such category will result in straight Zero without further re-submission.

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CALENDAR OF ACTIVITIES

Session	Sub-Topic	Activities
1	<ul style="list-style-type: none"> • One-to-one introduction • Course introduction, teaching & assessment methodology • Distribution of course outlines • Discussion on course outline • Setting up norms • Dividing the class in 4-5 groups which will remain till the completion of the course • An introduction to communication 	
2	<ul style="list-style-type: none"> • Understanding the “Keep it Short and Simple” Principle • Choosing effective words • Developing sentences • Forming paragraphs • Providing coherence in sentences 	Activity
3	<ul style="list-style-type: none"> • Qualities of good business letters • Important reasons for writing business letters • Necessary planning and steps taken in planning a letter • Business correspondence • Business letter writing skills • Structure of a business letter 	Activity (5-Marks)
4	<ul style="list-style-type: none"> • Kinds of business letters • Types of various letters • Letter layout • Style of presentation in business writing • Style 	Activity Quiz 1
5	<ul style="list-style-type: none"> • Principles for developing good presentation • Steps for developing a successful presentation • Identifying best presentation style • Designing structure of presentation • Delivering presentation, maintaining attention and conclusion 	Activity
6	<ul style="list-style-type: none"> • Principles for following correct letter formats • Creating a professional and official image with in the document 	Activity, Quiz 3

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	<ul style="list-style-type: none"> • Applying appropriate courtesy titles for formal correspondence • Setting up correct memos 	
7	<ul style="list-style-type: none"> • Presentations 	Activity
8	<ul style="list-style-type: none"> • Writing proposals • Important proposal questions • Proposal styles • Proposal doe class research projects • Proposals for action • Sales proposals 	Activity, Quiz 4 (5-Marks)
9	<ul style="list-style-type: none"> • Planning the content for writing a report • Designing different types of proposals • Designing different forms of progress reports 	Activity (5-Marks)
10	<ul style="list-style-type: none"> • How to encourage employer to pay attention to resume • What kind of resume to use • Difference between two resumes • Kinds of resumes • What not to include in a resume 	Activity
11	<ul style="list-style-type: none"> • Methods of procedure • Features of a good precis • Uses of precis writing • To sum up precis • Abridge sentences • Key words, phrases, clauses and sentences • Precis of a correspondence • Hints for writing a good precis • Passage for precis • Comprehensions 	Discussion Quiz 5
12	<ul style="list-style-type: none"> • Selecting patterns for organizing short business reports • Organizing the content of the short report • Using most suitable style for business report 	Activity
13	<ul style="list-style-type: none"> • How to write best long report in limited time period • Designing each part/section of the long formal report 	Discussion Quiz 6
14	<ul style="list-style-type: none"> • Designing 'T-Letters' • Developing effective job application letters 	Discussion

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	<ul style="list-style-type: none">• Designing e-mail application letter	
15	<ul style="list-style-type: none">• Presentations	Activity (5-Marks)