

Tidewater Community College Communication Skills for Managers (BUSC 1498)

Course Introduction and Objectives: Utilize techniques to improve your communication skills by increasing reading, writing, speaking, and listening proficiency. Gain the skills to communicate clearly and correctly to avoid misunderstanding and get your message across. Learn how to develop and use your listening skills to solve problems, diffuse conflict, teach staff, and be a more productive manager or team leader. This course is presented by Tidewater Community College in cooperation with the American Management Association (AMA).

Textbook: Communication Skills for Managers 5th, by Janis Fisher Chan, American Management Association, Saranac, NY, ISBN: 978-0-07612-1338-3, 2001.

Teaching Methods: This course will be taught in a participative lecture format that includes class discussion and problem solving.

Course Schedule:

<u>Topic</u>	<u>Subjects Covered</u>
1-4	<u>Communication: The Key to a Manager's Success:</u> What is communication?, why managers communicate, why people fail to communicate clearly, how well do you communicate, and what it takes to communicate clearly. Followed by a Recap and Review questions. <u>Listening: The Foundation:</u> Why does listening matter?, what is good listening?, obstacles to good listening, listen actively, and how to be a better listener. Followed by a Recap and Review questions.
5-10	<u>Getting Your Message Across:</u> Strategies for delivering clear spoken messages, making sure that listeners get your message, conveying clear messages to influence, communicating your ideas in a meeting, and how to give criticism. Followed by a Recap and Review questions. <u>The Art of Asking Questions:</u> Why ask questions?, types of questions, key strategies for asking useful questions, how to ask questions during an interview, using questions to encourage participation in meetings, and using questions to elicit information in difficult situations. Followed by a Recap and Review questions.
10-15	<u>Helping People Learn:</u> Why clear communication is important to learning, how adults learn, and how to help people learn. Followed by a Recap and Review questions. <u>On Your Feet: Making Successful Presentations:</u> Reasons for making presentations, how to give successful presentations, and how to reduce presentation fear. Followed by a Recap and Review questions.
16-20	<u>On The Page: What Is Good Writing:</u> Why write?, what is good business

writing?, and strategies for communicating clearly in writing.

On The Page: How to Write Well: How to help readers follow points and find details, write an effective opening and a useful closing, use effective language, and proofread for a professional image. Followed by a Recap and Review questions.

Final Examination: The Post Test.

Continuing Education Units (CEUs): Upon completion of this course students are awarded 2 CEUs, and a Certificate of Completion in Communication Skills for Managers.

Continuing Occupational-Technical Education: Students completing this course are encouraged to complete the follow-on and more extensive Career Studies program in Human Resources and Supervision.