

## Tidewater Community College Getting Assertive (BUSC 1506)

**Course Introduction and Objectives:** This course examines proven ways to deal with confrontations decisively yet diplomatically, effectively handle stress and tension, present a confident, professional image at meetings and one-on-one encounters, and increase self-esteem. This course is presented by Tidewater Community College in cooperation with the American Management Association (AMA).

**Textbook:** Fountain, E. M. and Arthur, D. *Getting Assertive*, 2<sup>nd</sup> ed., American Management Association, Saranac Lake, NY, 1990. ISBN: 0-7612-1395-3.

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

### **Course Schedule:**

<b><u>Topic</u></b>	<b><u>Subjects Covered</u></b>
1	<u>Assertive Behavior:</u> (Defining assertiveness, major components of assertive behavior, characteristics of assertiveness, differentiating assertive behavior from other behaviors).
2	<u>Self-Image—The Chief Factor in Assertiveness:</u> (The socialization process, perceiving how others see us, positive and restrictive effects of societal standards, incorporating characteristics of others, and your self-image today).
3	<u>Self-Awareness—Steps Toward Improvement:</u> (I am..., describing your present status, what I need and want, establishing priorities, pleasant experiences and achievements in your life, assessing your strengths and weaknesses, other areas to explore, assessing your job and career, and setting an immediate goal).
4	<u>Identifying and Overcoming Obstacles to Assertiveness:</u> (The holistic approach, confronting problems, obstacles to assertive behavior).
5	<u>Verbal and Nonverbal Messages as Assertive Tools:</u> (Nonverbal patterns, body language as an assertive tool, typical interpretations of body language, assertive and nonassertive body language, the role of critical dimensions in body language, dressing to convey assertiveness, assertive verbal techniques, assertive language, speaking skills, thought speed, repetition and combating stage fright).
6	<u>Assertiveness on the Job:</u> (Gaining recognition, the element of risk, applying assertiveness to goal setting).
7	<u>Assertiveness in Work Relationships:</u> (Using transactional analysis, dealing with the boss, handling subordinates, and assertiveness: an ongoing proposition).

**Continuing Education Units (CEUs)**: Upon completion of this course students are awarded 2 non-graded CEUs, and a Certificate of Completion.

**Continuing Occupational-Technical Education**: This course can be applied as an elective for the AMA Certificate The Administrative Professional