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© CSF – Creative Strategic Foresight – Study Programme

Pr. 517671-LLP-1-2011-1-FI ERASMUS\_FEXI

1.11.2011 – 30.9.2013

## CSF- course outline

# Effective Communication

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| **COURSE TITLE** | **Effective Communication** |
| COURSE CODE | For each educational institution to define |
| TYPE OF COURSE | Optional |
| LEVEL OF STUDY | Professional studies |
| YEAR OF STUDY | Bachelor Programme |
| SEMESTER/TRIMESTER | For each educational institution to define |
| NUMBER OF CREDITS (recommendation 5) | 5 |
| LANGUAGE OF THE COURSE | English, Spanish |
| STUDENT’S WORK LOAD | Total work load of the course 150 hours, of which: Scheduled studies 56 hours Autonomous studies 94 hours |
| COURSE DEVELOPER | University of Primorska, The Faculty of Management Koper |
| NAME/-S OF THE COURSE DEVELOPER | Armand Faganel, Danijel Bratina |
| A BRIEF DESCTRIPTION OF THE COURSE  | Communication is an essential part of the leadership. The course provides students skills to demonstrate competency in the fundaments of business writing, reporting, and research as well as competency in oral and interpersonal communication including one-on-one, small-group communication, and public presentation. |
| OBJECTIVES OF THE COURSE |
| LEARNING OUTCOMES  | At the end of this course, students are expected to understand and be able to demonstrate the use of basic and advanced writing techniques that today's technology demands, including anticipating audience reaction, understanding how businesses communicate through formal and informal communication networks, and to have developed interpersonal skills that contribute to effective and satisfying personal, social and professional relationships. |
| COMPETENCIES | Students are expected to demonstrate competency in the fundamentals of business writing, reporting, and research, and to demonstrate competency in oral and interpersonal communication including one-on-one, small-group communication, and public presentation. |
| MODE OF DELIVERY | Both face-to-face and virtual learning are used. *Scheduled:*Lessons and discussions: 24 hoursVirtual assignments 20 hours, Workshops 12 hours, Collaborative project work 40 hours, *Autonomous:*Self-reading and research 54 hours. Mode can be adapted nationally and personally |
| PREREQUISITES | Basic studies |
| COURSE CONTENTS | 1. Today’s communication essentials
2. Communication and organisational effectiveness
3. Formal and informal communication systems
4. Organise information to support conclusions
5. Synthesize information from different sources
6. Active listening
7. Self-asserting
8. Create effective messages
9. Effective conflict communication
10. Teamwork & meetings
11. Successful presentations
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| RECOMMENDED READING | Bovee,  Courtland L. & John V. Thill. (2011). *Business Communication Essentials*. Upper Saddle River: Prentice Hall.Chan, Janis Fischer. (2002). *Communication Skills for Managers*. Natick: American Management Association.Goodall  H. L. Jr., Sandra Goodall & Jill Schiefelbein. (2009). *Business and Professional Communication in the Global Workplace*. Boston: Wadsworth Publishing.Guffey, Mary Ellen & Dana Loewy. (2012). *Essentials of Business Communication*. Mason: South-Western College Pub.Locker, Kitty & Stephen Kaczmarek. (2010). *Business Communication: Building Critical Skills*. New York: McGraw-Hill/Irwin.Roebuck, Deborah Britt. (2005). *Improving Business Communication Skills.* Upper Saddle River: Prentice Hall. |
| ADDITIONAL RESOURCES | In addition to the literature and videos, there are several books, papers, online resources that could be used to complete the knowledge of students:Angell, P.A. (2007). *Business Communication Design*. Boston: McGraw-Hill. Beebe, Steven A. & Timothy P. Mottet. (2012). *Business & Professional Communication: Principles and Skills for Leadership.* Upper Saddle River: Prentice Hall. Bovee,  Courtland L. & John V. Thill. (2011). *Business Communication Essentials*. Upper Saddle River: Prentice Hall. Buchanan, D. and A. Huczynski. (2004). *Organizational Behaviour: An Introductiory Text*. Harlow: Pearson Education Limited.Steven A. Beebe, Susan J. Beebe. (2003). Public Speaking: An Audience-Centered Approach. 5/E, Pearson. Smith, L., and P. Mounter. (2005). *Effective Internal Communication*. London: Kogan Page, CIPR. Hargie, O., and D. Dickson. (2004). *Skilled Interpersonal Communication: Research, Theory and Practice*. London: Routledge.Jandt. F.E. (2007). *An introduction to intercultural communication: Identities in a global community*. Thousand Oaks: Sage Publications.Krizan, Merrier, Logan, & Williams. (2010). *Business Communication.*Ray French et al. (2011).Organizational Behaviour.Peter G. Northouse. (2011). *Introduction to Leadership: Concepts and Practice*.http://www.pc.maricopa.edu/data/GlobalFiles/file/learning\_tech\_development/ocl/How%20to%20give%20a%20presentation.pdf |
| TEACHING METHODSCombined with education, research and companies | * Case studies, found online, in the text, in the companies and presented by guest speakers and researchers,
* Innovative lectures,
* Work in small groups of students,
* Students' independent work,
* Questions and exercises from textbooks,
* Creative videos,
* Power point presentations,
* Students experiences and responses,
* Case studies,
* Working with texts,
* Role play.
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| ASSESSMENT METHODS AND CRITERIA | Active participation : 20%Short cases: 20%Individual research and presentations: 20%Project evaluation: 40% |

**\*** Can be diminished or expanded according to the institution, curricula, need and cases.