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Management (MGMT) 1515 Communication (.5 Unit) CSU
[formerly Management 13]

Advisory: Eligibility for English 1000 and Reading 1005 strongly recommended

Total Hours: 8 hours lecture

Catalog Description: This course is designed to introduce the student to key elements in communication within business organizations. Topics will include verbal and nonverbal communication, listening skills and specific supervisory communication skills.

Type of Class/Course: Degree Credit

Text: Decker, Bert. *Communication Skills For Leaders*. 3rd ed. Mississauga, Ontario, CA: Crisp Learning, 2007. Print.

Course Objectives:

By the end of the course, a student will be able to:

1. describe the communication process,
2. demonstrate various methods of communication,
3. distinguish between the various obstacles that get in the way of effective communication,
4. experiment with different effective listening techniques,
5. demonstrate the ability to conduct a meeting utilizing the principles learned,
6. measure the effectiveness of a meeting,
7. organize an effective business presentation,
8. analyze case problems to determine facts, identify reasons, and apply the concepts learned in making decisions, and
9. utilize problem solving techniques in dealing with supervisory situations.

Course Scope, Content, and Student Learning Outcomes:

- Unit I Foundation of Communication
- A. The Communication Process
 1. Sender
 2. Channel
 3. Receiver
 4. Feedback
 - B. Methods of Communication
 1. Non-verbal communication
 - a. Body signals
 - b. Voice signals

- c. Time signals
 - d. Space signals
 - 2. Spoken communication
 - a. Words and phrases to avoid
 - b. Speaking in the positive
 - 3. Phone communication
 - a. Smiling on the phone
 - b. Voice mail
 - c. Phone policies in your workplace
- C. Obstacles to Effective Communication
- 1. Organizational barriers
 - a. What barriers exist in your organization?
 - b. Experiential learning activity
 - 2. Levels of hierarchy
 - 3. Jargon
 - 4. Gender communication
 - 5. Language and cultural barriers

Learning Outcomes	Assessment
Explain the communication process	Discussion, observation
Identify the various methods of communication	Discussion, essay question/case study analysis
Identify obstacles to effective communication	Discussion, essay question/case study analysis
Describe various non verbal communication methods	Discussion, essay question/case study analysis

Unit II Addressing Communication

- A. Listening Skills
- 1. Are you a good listener?
 - 2. Tips to be an effective listener
 - 3. Active listening
 - a. Empathy
 - b. Intensity
 - c. Understanding
 - d. Responsibility
 - e. Experiential learning activity
- B. Conducting Meetings
- 1. What to do before a meeting
 - 2. Steps to follow during a meeting
 - 3. Tips on how to be a great facilitator
 - 4. What to do after a meeting
 - 5. How are meetings run in your organization?
 - 6. Experiential learning activity
- C. Organizing and Giving Presentations
- 1. Starting off on the right foot
 - a. How to overcome stage fright
 - b. Building rapport with your audience
 - 2. Content
 - a. Tell them what you're going to tell them
 - b. Tell them

- c. Tell them what you told them
- 3. Wrap it up in style
 - a. How to leave a lasting impression

Learning Outcomes	Assessment
Describe the various types of effective listening techniques	Discussion, essay question/case study analysis
Describe business communication skills	Discussion, essay question/case study analysis
Demonstrate how to conduct a meeting	Discussion, observation
Demonstrate how to organize a business presentation	Discussion, observation

Learning Activities Required Outside of Class:

The students in this class will spend a minimum of 1 hour per week outside regular class time to do the following:

- 1. Analyze case problems
- 2. Obtain articles from outside publications
- 3. Critical thinking activities
 - a. Analyze case problems to determine facts, identify reasons, and apply the concepts learned in making decisions
 - b. Utilize problem solving techniques in dealing with supervisory situations

Methods of Instruction:

- 1. Lecture
- 2. Individual and group problem solving
- 3. Case analysis
- 4. Class discussion and participation
- 5. Role playing and classroom simulations

Methods of Evaluation:

- 1. Oral and/or written case analysis
- 2. Oral and/or written action plans
- 3. Class participation