

Communication Skills

1. **Course number and name:** 020TCOES2 Communication Skills
2. **Credits and contact hours:** 2 ECTS credits, 1x1:15 contact hours
3. **Instructor's or course coordinator's name:** Rana Bejjani

4. **Text book:**

a. **Handbooks advised:**

- Robbins, S., Judge, T., Millett, B., & Boyle, M. (2011). Organizational Behavior. 6th ed. Pearson, French's Forest, NSW p315-317.
- Schramm, W. (1954). How Communication Works. In W. Schramm (Ed.), The Process and Effects of Communication (pp. 3–26). Urbana, Illinois: University of Illinois Press.
- Bovee, C & Thill, J, (2010). Business in Action plus, 6th ed. Prentice Hall.
- Grenu, J., Patterson, K., Maxfield, K., MacMillon, R. & Switzler, A. (2013). Influence, The New Science In Leading Change, 2nd ed. Mcgrow-Hill Education.

b. **Other supplemental materials:**

Text documents created by students and revised by instructor.

5. **Specific course information**

a. **Catalog description:**

Communication Skills' course is an interactive one. It is built around two main axes. The first consists of theoretical knowledge of certain models and tools of communication. On the other hand, students will be asked to participate in simulations where they would be speakers and communicators.

In order to optimize the duration of the course and allow the student to put communication in practice, the class is reversed. Students are asked to prepare presentations on topics briefly discussed in class and based on visuals (PPT, Prezi...). Said presentations will be corrected/completed by the teacher in charge. They are asked to provide also a text document that briefs the topic and accessible to all through Moodle platform.

b. **Prerequisites:**

c. **Required:** Required for CCE students

6. **Specific goals for the course**

a. **Specific outcomes of instruction:**

Students should be able to:

- Influence their surroundings with communication skills and thus ensuring success academically and in future professions
- Apprehend the extensive range of communications tools that exist in order to create a communication strategy that is suitable, context and recipients wise
- Succeed in their profession through communicating their added value in a CV, a cover letter and during job interviews, meetings and presentations.
- Manage mail correspondence
- Adopt a proper attitude as public: listen, interact, and intervene

b. KPI addressed by the course:

KPI	g1	g2
Covered	x	x
Assessed	x	x
Give Feedback		

7. Topics:

Become aware of the communication process

- Know the basic model of the communication process
- Choose the right communication channel
- Manage the obstacles of effective communication
- Master the art of coding and decoding messages
- Overcome the obstacles of effective and efficient communication
- Measure the communication context and adapt to it

Nonverbal communication

- Identify the elements of nonverbal communication and make good use of them
- Use nonverbal cues for effective presentations

Intercultural communication

- Become aware of the intercultural communication imperatives
- Know basic rules and examples

Pulling off a presentation with visuals

- Know the rules to a successful visual (Power Point, Keynote, Prezi...)
- Know how to begin and end a presentation
- Manage between visuals, speech and written material while presenting
- Sort out information
- Manage speaking time

Bypass language difficulties in a trilingual context

- Decrypt recipients' preferences
- Know how to get past difficulties of a non-mother tongue
- Manage hesitations and ambiguities

Manage a professional mail correspondence

- Adapt language to the recipient's language
- Create a clear mail content
- Guarantee the clarity of the message

Succeed in the professional life

- Write a cover letter
- Create a pertinent CV
- Choose the appropriate outfit
- Participate to a professional interview

How to argue and negotiate

- Know the elements and tools of negotiation
- Pick a strategy adapted to the context
- Adopt effective and efficient techniques to influence interlocutors
- Actively participate in a debate