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

Advisory: Eligibility for English 1000 and Reading 1005 strongly recommended

Hours and Units Calculations:
8 hours lecture. 16 Outside of Class hours. (24 Total Student Learning Hours) .5 Units

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*. 4th ed. Rochester, NY: Logical Operations, Crisp 50 Minute Series, 2015.

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:

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

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 what you told them

       3.   Wrap it up in style

          a.   How to leave a lasting impression

Learning Activities Required Outside of Class:

The students in this class will spend a minimum of 16 hours per week outside regular class time doing the following:

1.   Studying class notes

2. Answering questions
3. Completing required reading
4. Performing problem solving activities or exercises
5. Doing written work
6. Participating in group projects

Methods of Instruction:

1. Lectures
2. Demonstrations
3. Multimedia presentations
4. Group explorations
5. Case studies and scenarios

Methods of Evaluation:

1. Writing assignments, including:
   a. group reports
   b. topic paper written under American Psychological Association (APA) style guide
   c. case studies
   d. scenarios
   e. simulations

2. Problem-solving demonstrations, including:
   a. exams
   b. homework problems
   c. case study recommendations and solutions

3. Other examinations using combinations of:
   a. multiple choice questions
   b. matching items
   c. true/false questions
   d. short answer questions
   e. fill in the blank responses

4. Participation including:
   a. role-playing and group activities
   b. oral presentations and demonstrations
   c. discussion responses
   d. scenario reflections

5. Project including:
   a. Multimedia presentations
   b. business scenario responses
   c. action plans
   d. formal written reports
   e. portfolios
   f. community service projects
   g. building new case studies

Supplemental Data:

TOP Code:	050630: Management Development and Sup
SAM Priority Code:	C: Clearly Occupational
Distance Education:	Online; Offline
Funding Agency:	Y: Not Applicable(funds not used)
Program Status:	1: Program Applicable
Noncredit Category:	Y: Not Applicable, Credit Course
Special Class Status:	N: Course is not a special class
Basic Skills Status:	N: Course is not a basic skills course
Prior to College Level:	Y: Not applicable
Cooperative Work Experience:	N: Is not part of a cooperative work experience education program
Eligible for Credit by Exam:	NO
Eligible for Pass/No Pass:	C: Pass/No Pass
Taft College General Education:	NONE
Discipline:	Management