Professional Communication Skills (SS 2321)

Credit Hours: 4

Course Pre-Requisites: None

Instructor: Aamna Khalid

Schedule: Monday to Friday (2.00 PM – 4.50 PM)

Course Description

“Simply making information available is not the same as communication...” -- J. Wojtecki

Your success in the world of work depends to a large extent on your ability to communicate and that is why you need to learn the skill of communication – a skill that is not just oral but is also written. This course will provide you with practice in occupational reading, speaking & writing, and thus provide you with opportunities to refine your communication skills. It is designed to give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside-the-firm environment, as well as an effective internal communications program. This course also develops an awareness of the importance of succinct written expression to modern business communication. Through engagement in a wide range of activities and tasks, participants will practice to express themselves clearly, effectively and convincingly to appropriate audiences in different business and workplace settings using various types of communication media. Some of the core professional contexts that will be delved into deal with advocacy, negotiation, crisis communication, stressful conversations, conflict & communication, communicating changes and other difficult decision-making scenarios. The material is interesting, and the exercises are relevant to most administrative, supervisory and managerial positions in many of the most popular professional fields. The hands-on simulations & role play and case-study approaches make the exercises and tasks different and highly enjoyable. You learn not through reading heaps of handouts and book chapters but through employing the theory that is taught in class to practical situations – you create and employ communication strategies. For this purpose you will work in groups to discuss communication situations, develop communication strategies, simulate every-day workplace scenarios, and of course design your own role play situations pertaining to common workplace communication errors.