

# North Hennepin Community College

## BUS 1210: Managerial Communication

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: \*.\*

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course provides students knowledge to become a successful manager through improving and practicing managerial communication skills, processes and strategies. Students will learn to assess their own communication style, adapt their communication style when needed and overcome barriers and miscommunications. Students will also apply improved verbal, nonverbal, listening, writing, presentation, team, conflict and negotiation skills in organizational situations. Technology, how it impacts the way we work and communicate and management's role will be covered. This course is for current or future managers or any student wishing to increase their business communication effectiveness. Emphasis will be placed on management communication techniques that empower employees to do their best work and succeed in business.

Recommended: Completion of ENGL 1201 College Writing I and CIS 1101 Business Computer Systems I prior to this course.

### B. COURSE EFFECTIVE DATES: 08/26/1997 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

1. This course introduces to students the communication skills necessary to be an effective manager of employee in todays workforce.
2. Topics covered may include the following: Importance of Communication, the Communication Process, Communication Styles, Relationships and Communication, Conflict and Negotiation Communication, Nonverbal Communication, Cultural Communication, Gender and Cultural Communication, Listening as Communication, Obstacles to Communication, Small Group Communication, Meetings, Communication in Interviews, Visual Aid Communication, Presentations, Report, Memo, Letter and E-Mail Writing, and how Technology impacts the way we communicate and work.

### D. LEARNING OUTCOMES (General)

1. DEVELOP awareness of the importance of good communication skills in effective management and organizational success. (NHCC ELO 1)
2. DESCRIBE factors that contribute to miscommunication. (NHCC ELO 1)
3. ASSESS personal communication style. (NHCC ELOs 2, 3)
4. ADAPT personal communication style to the situation at hand. (NHCC ELOs 1, 2, 3, 4)
5. APPLY improved verbal, nonverbal, listening, written, presentation, interviewing, team, conflict, negotiation skills in business situation. (NHCC ELOs 2, 3, 4)
6. EXAMINE how technology impacts the way we work and communicate. (NHCC ELOs 1, 2)
7. DEMONSTRATE the appropriate use of up-to-date technology to enhance communication effectiveness in business. (NHCC ELOs 1, 2, 3, 4)
8. ASSESS personal communication weaknesses and DEVELOP strategies to compensate. (NHCC ELOs 1, 2, 3, 4)

## **E. Minnesota Transfer Curriculum Goal Area(s) and Competencies**

None

## **F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

## **G. SPECIAL INFORMATION**

1. Knowledge of Human Cultures and the Physical and Natural World--Through study in the sciences, mathematics, social sciences, humanities, histories, languages, the arts, technology and professions.
2. Intellectual and Practical Skills--Including: Inquiry and analysis; Critical and creative thinking; Written and oral communication; Quantitative literacy; Information literacy; Teamwork and problem solving.
3. Personal and Social Responsibility and Engagement--Including: Civic knowledge and involvement--campus, local and global; Intercultural knowledge and competence; Ethical reasoning and action; Foundations and skills for lifelong learning.
4. Integrative and Applied Learning--Including: Synthesis and advanced accomplishment across general education, liberal studies, specialized studies and activities in the broader campus community.