

COURSE OUTLINE

Year: **2006/2007**

LEVEL : I, TERM 1

NAME OF THE SUBJECT: Developing Skills for Managers

NO. CREDITS: 4

NAME OF THE TEACHER: Peter Masters

SHORT CV OF THE TEACHER:

2002 - Present La Salle Universities International Programme
 2002 - Present Barcelona Business School.
 1998 - Present Universitat Polytécnic de Barcelona.
 1998 - 2003 Linguaphone, Richmond, London. Writer of web-based materials.

BA (Hons.) Economic History (English; Industrial Relations).
 Diploma in Marketing via Internet (Generalitat de Catalunya / EU)

SEMESTER 1

COURSE DESCRIPTION: The course focuses on managing and coordinating integrated communications, with emphasis on the written aspects of managerial skills.

COURSE OBJECTIVE

The aim is to guide students in developing a suitable plan in three main areas of communication: written, oral and non-verbal.

COURSE STRUCTURE:

Each week we will focus on one aspect of writing for business and will require the presentation of the corresponding piece of written work in the following class.

SYLLABUS

SEMESTER 1			
			CLASS SUBJECT
12 Sept -15 Sept	Enrolment / Orientation / Registration Week	Wk 1	
18 Sept -22 Sept	Teaching Week 1	Wk 2	Writing for Academic Purposes 1 Style (formal / Informal); Paraphrasing (Plagiarism) In Company Communication 1 – Importance of Communication in Companies
25 Oct -29 Oct	Teaching Week 2	Wk 3	Writing for Academic Purposes 2 Sentence length; Abbreviations and contractions; Numerical data In Company Communication 2 - Formal Communication Channels
02 Oct -06 Oct	Teaching Week 3	Wk 4	Writing for Business 1 Business letters: Stationery; format; Content & Style Culture aspects of communication -1
09 Oct -11 Oct	Teaching Week 4 12 Oct, 13 Oct Bank Holiday	Wk 5	Writing for Business 3 Seven "C"s of Effective Business Communication Culture aspects of communication -2
16 Oct -20 Oct	Teaching Week 5	Wk 6	Writing for Business 4 Planning: Organisation; beginnings & endings; composing the message Good news Messages; Bad news messages In Company Communication 3 – Communication Networks
23 Oct -27 Oct	Teaching Week 6	Wk 7	Writing for Business 5 Requests; Replies and Quotations; Favourable responses ; Rejecting a request
30 Oct -03 Nov	Teaching Week 7 01 Nov Bank Holiday	Wk 8	Writing for Business 6 Purchasing - Receipt of orders and despatch; Refusing an order
06 Nov -10 Nov	Teaching Week 8	Wk 9	Writing for Business 7 (Payment 1) Composing Invoices and Statements; Forms of payment; Requests for payment; Final demands
13Nov -17 Nov	Teaching Week 9	Wk 10	Writing for Business 8 (Payment 2) Inability to pay; Apologising; Request for delayed payment

			In Company Communication 4 – Informal Communication - Grapevines
20 Nov-24 Nov	Teaching Week 10	Wk 11	Writing for Business 9 (Complaints) Complaining effectively; Replying favourably to complaints; Rejecting complaints In Company Communication 5 - Induction
27 Nov-01 Dec	Teaching Week 11	Wk 12	Writing for Business 10 Curriculum (Comparative styles) CV workshop
04 Dec-08 Dec	Teaching Week 12 06 Dec – 08 Dec Bank Holiday	Wk 13	Writing for Business 11 Applications; Profiling; Interviews; Follow up Review
11 Dec–15 Dec	EXAMS	Wk 14	
	TOTAL HOURS		28