

COURSE OUTLINE

Year: **2006/2007**

LEVEL : I, TERM 2

NAME OF THE SUBJECT: Developing Skills for Managers

NO. CREDITS: 6

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 2

COURSE DESCRIPTION:

This course will look at the mechanics of communication within the business environment. Formal and informal structures of communication in companies, ranging from the manager-worker relationship, to the more global area of formalised industrial relations, will be examined and the student will receive a thorough grounding in the area of nonverbal communication. Presentation techniques will be taught and practised.

COURSE OBJECTIVE

The course will enable the student to apply oral, nonverbal techniques to the task of management and give him / her an insight into the functioning and importance of communication within the work environment.

COURSE STRUCTURE:

Each class will consist of a formal lecture. The student will be required to prepare and give number of graded presentations throughout.

SYLLABUS

SEMESTER 2			CLASS SUBJECT
08 Jan -12 Jan	Teaching Week 1	Wk 1	Meeting Management 1 - Dynamic Meetings Presentations Techniques 1 - Introduction to presenting
15 Jan -19 Jan	Teaching Week 2	Wk 2	Meeting Management 2 - Agendas & procedures Presentations Techniques 2 - Audience assessment (Presentations)
22 Jan -26 Jan	Teaching Week 3	Wk 3	Meeting Management 3 – Facilitating Presentations Techniques 3 - Analysis of types of presentation (Presentations)
29 Jan -02 Feb	Teaching Week 4	Wk 4	Meeting Management 4 - Minute taking Presentations Techniques 4 - Preparing a presentation (Presentations)
05 Feb -09 Feb	Teaching Week 5	Wk 5	Presentations Techniques 5 - Opening In Company Communication 1 – Background from Taylor to Deming
12 Feb -16 Feb	Teaching Week 6	Wk 6	Presentations Techniques 6 - & Closing (Presentations) In Company Communication 2 – Quality Circles
19 Feb -23 Feb	Teaching Week 7	Wk 7	Presentations Techniques 7 - Presenting visual information (Presentations) In Company Communication 3 – Leadership
26 Feb -02 Mar	Teaching Week 8	Wk 9	Presentations Techniques 8 - Use of statistics in presentations (Presentations) In Company Communication 4 – Boss-Worker relations
05 Mar -09 Mar	Teaching Week 9	Wk 9	Presentations Techniques 9 – Memory & Notes (Presentations) In Company Communication 5 – Difficult Co-workers

12 Mar -16 Mar	Teaching Week 10	Wk 10	Presentations Techniques 10 - Posture & Movement; Nerves (Presentations) In Company Communication 6 – Communication Breakdown
19 Mar -23 Mar	Teaching Week 11 19 Mar Bank Holiday	Wk 11	Presentations Techniques 10 - Sales presentations In Company Communication 7 – Discipline
26 Mar -30 Mar	MIDTERM EXAMS	Wk 12	Final Presentation
02 Apr -06 Apr	Easter vacation	Wk 13	Nonverbal Communication 1 - Introduction. What is nonverbal communication? Haptics, Chronemics, Proxemics, Kinesics, Paralanguage In Company Communication 8 – Dismissal
09 Apr - 13 Apr	Teaching Week 12	Wk 14	Nonverbal Communication 2 - Appearance In Company Communication 9 – Trade Unions -1- Functions
16 Apr -20 Apr	Teaching Week 13	Wk 15	Nonverbal Communication 3 – Proxemics In Company Communication 10 – Trade Unions – 2 – Overview to European Trade Unionism
23 Apr-27 Apr	Teaching Week 14	Wk 16	Nonverbal Communication 4 Hand to face gestures , arm & leg barriers In Company Communication 10 - Trade Unions – 2 – Labor Unions in America
30 Apr-04 May	Teaching Week 15 30 Apr – 01 May Bank Holiday	Wk 17	Nonverbal Communication 5 - Eye signals In Company Communication 11 – Trade Unions - 3 – The Spanish model of worker representation (Presentations)
07 May-11 May	Teaching Week 16	Wk 18	Nonverbal Communication 6 – Ownership & Artefacts In Company Communication 12 – Trade Unions -4 (presentations)
14 May-18 May	Teaching Week 17	Wk 19	Nonverbal Communication 7 - Status and Position In Company Communication 13 Introduction to Transactional Theory-1
21 May-25 May	Teaching Week 18	Wk 20	In Company Communication 14 Introduction to Transactional Theory-2 Review
28 May-31 May	EXAMS	Wk 21	
TOTAL HOURS			

Bibliography Bibliography: Murphy, Hilderbrandt, Thomas (1997) *Effective Business Communication*. Ashley A. (1994) *A Handbook of Commercial Correspondence*; Hickson, Stacks (1993) *Nonverbal Communication*, Pease A (1994) *Body Language*, Lewis D. (1995) *the Secret language of Success*. Hersey & Blanchard (1992) *Management of Organisational Behaviour*. Baron (1995) *Behaviour in Organisations*. Shell G. Richard (1999) *Bargaining for advantage: negotiation strategies for reasonable people*.