

## COMMUNICATION SKILLS

### COURSE SYLLABUS

#### 1. General information

Course name: Communication skills

Course code: MAR

Number of credits: 1

Faculty: Marketing

Instructors:

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#### 2. Objectives

The aim of this unit is to train students in the key communication skills. It shows students how they can develop productive, profitable and positive relationships by listening with an open mind, being certain about the messages they want to convey and prepared for challenging interactions. When they support the message, they convey through words with body language, including gestures, expressions, and posture, and voice – they increase their chances of communicating successfully.

#### 3. Abstract

Communication skills are essential to everyone to interact efficiently and effectively with various people in various institutions. Communication skills are as important as or even more important than traditional qualifications and technical skills or hard skills for personal, academic and professional success.

Whether you are writing your message, speaking face to face or using the various forms of communication technology, this course encourages you to listen to what others have to say, treat everyone with respect, maintain a clear intention of what you want to express and convey your message in a way that receiver can understand.

#### 4. Teaching and learning methods

Lectures : 10 hours

In class discussion & practice: 5 hours

Self-study: hour

#### 5. Prerequisites

#### 6. Learning outcomes

The ability to communicate with clarity, courage and commitment is the key to success at work and in personal life. Upon the completion of this course, the successful student will be able to:

1. Understand how to communicate successfully, whatever the situation
2. Understand how to build trust, engage with empathy and listen carefully to develop relationships
3. Understand how to express oneself clearly in writing, over the phone, as well as in person with the aid of ICT tools

#### **7. Assessment criteria**

| <b>Learning outcomes</b><br><b>On successful completion of this course a student will:</b>                                  | <b>Assessment criteria for pass</b><br><b>The student can:</b>  |
|---|---|
| LO1 Understand how to communicate successfully, whatever the situation  | <ul style="list-style-type: none"><li>• Describe the concept and the importance of communication skills</li><li>• Describe what they want to achieve</li><li>• Outline different communication styles</li></ul>             |
| LO2 Understand how to build trust, engage with sympathy and listen carefully to develop relationships                       | <ul style="list-style-type: none"><li>• Understand how to listen actively for total understanding</li><li>• Understand how to establish relationship for effective communication</li></ul>                                  |
| LO3 Understand how to express oneself clearly in writing and over the phone, as well as in person with the aid of ICT tools | <ul style="list-style-type: none"><li>• Understand how to put your mind and body into your messages</li><li>• Understand how to make a good presentation</li><li>• Understand how to communicate across distances</li></ul> |

#### **8. Outlines**

##### **Chapter 1. The importance of communication skills**

- 1.1. Defining communication skills
- 1.2. Why are they important?
- 1.3. Knowing what you want to achieve
- 1.4. Valuing different communication styles

##### **Chapter 2. Being receptive to others**

- 2.1. Listening actively for total understanding

## 2.2. Establishing relationship for effective communication

### Chapter 3: Putting your mind and body into your messages

#### 3.1. Choosing the right attitude

#### 3.2. Speaking with clarity

#### 3.3. Conveying messages through movements

### Chapter 4. Making a presentation

#### 4.1. Preparing for the presentation

#### 4.2. Managing the materials

#### 4.3. Controlling the audiences

#### 4.4. Answering difficult questions

### Chapter 5. Communication across distances

#### 5.1. Communicating successfully through technology

#### 5.2. Putting pen to paper for positive effect

## 9. Required textbooks

Kuhnke, E.(2013), *Communication skills for dummies*, Wiley.

## 9. Suggested textbooks

Barker, A. (2011), *Improve your communication skills, 2<sup>nd</sup> edition*, The Sunday Times.

## 11. Schedule

| Slot | Main contents  | Specific contents and activities  | Student's tasks before and after class  |
|------|--|---|---|
| 1    | <b>Chapter 1. The importance of communication skills</b> | <ul style="list-style-type: none"><li>• Course Introduction: outline and schedule, assessment overview, course materials and guide on assignments, assessment criteria</li><li>• Defining communication skills</li><li>• Why are they important?</li><li>• Knowing what you want to achieve</li><li>• Valuing different communication styles</li></ul> <u>Activity</u> <ul style="list-style-type: none"><li>- Discuss our own style of communication</li><li>- Watch video presentations made by</li></ul> | Before class: <ul style="list-style-type: none"><li>• Read the course syllabus</li><li>• Read <i>the required textbook</i>, pp. 9-43</li></ul> After class: <ul style="list-style-type: none"><li>• Read <i>the suggested textbook</i>, pp. 37-54</li></ul> |

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|   |   | famous speakers, e.g. Steve Jobs   |   |
| 2 | <b>Chapter 2.<br/>Being receptive<br/>to others</b>                             | <ul style="list-style-type: none"> <li>• Listening actively for total understanding</li> <li>• Establishing relationship for effective communication</li> </ul> <u>Activity</u> <ul style="list-style-type: none"> <li>- Discuss the benefits of talking less and listening more</li> <li>- Discuss how to handle disagreements with diplomacy</li> </ul>                          | <p>Before class:</p> <ul style="list-style-type: none"> <li>• Read <i>the required textbook</i>, pp. 57-87</li> </ul> <p>After class:</p> <ul style="list-style-type: none"> <li>• Read <i>the suggested textbook</i>, pp. 59-89;</li> </ul>    |
| 3 | <b>Chapter 3.<br/>Putting your<br/>mind and body<br/>into your<br/>messages</b> | <ul style="list-style-type: none"> <li>• Choosing the right audiences</li> <li>• Speaking with clarity</li> <li>• Conveying messages through movements</li> </ul> <u>Activity</u> <ul style="list-style-type: none"> <li>- Discuss how to put energy into your voice</li> <li>- Discuss how to pay attention to your body language</li> </ul>                                      | <p>Before class:</p> <ul style="list-style-type: none"> <li>• Read <i>the required textbook</i>, pp. 91-140</li> </ul> <p>After class:</p> <ul style="list-style-type: none"> <li>• Read <i>the suggested textbook</i>, pp. 167-188</li> </ul>  |
| 4 | <b>Chapter 4.<br/>Making a<br/>presentation</b>                                 | <ul style="list-style-type: none"> <li>• Preparing for the presentation</li> <li>• Managing the materials</li> <li>• Controlling the audience</li> <li>• Dealing with conflicts</li> </ul> <u>Activity</u> <ul style="list-style-type: none"> <li>- Make a mindmap on a given topic to emphasize the links between ideas</li> <li>- Discuss how to let go of negativity</li> </ul> | <p>Before class:</p> <ul style="list-style-type: none"> <li>• Read <i>the suggested textbook</i>, pp. 113-133</li> </ul> <p>After class:</p> <ul style="list-style-type: none"> <li>• Read <i>the required textbook</i>, pp. 145-158</li> </ul> |
| 5 | <b>Chapter 5.<br/>Communication<br/>across distances</b>                        | <ul style="list-style-type: none"> <li>• Communicating successfully through technology</li> <li>• Putting pen to paper for positive effect</li> </ul> <u>Activity</u> <ul style="list-style-type: none"> <li>- Discuss how to structure a thank-you letter for an interview</li> </ul>   | <p>Before class:</p> <ul style="list-style-type: none"> <li>• Read <i>the required textbook</i>, pp. 187-225</li> </ul> <p>After class:</p> <ul style="list-style-type: none"> <li>• Read <i>the suggested textbook</i>, pp. 135-</li> </ul>    |

|   |   |  |  |
|---|---|--|--|
|   |   |  | 160  |
| 6 | <b>Oral presentation of group assignment</b>                              | <ul style="list-style-type: none"> <li>• Oral presentation of group assignment by groups of students</li> <li>• Q&amp;A and feedback on each group assignment</li> <li>• Each oral presentation must not be longer than 15 minutes</li> <li>• Give feedbacks on group assignments</li> </ul>   | Before class: <ul style="list-style-type: none"> <li>• Prepare and submit slides for the oral presentation</li> <li>• Submit report for the group assignment</li> </ul>  |
| 7 | <b>Oral presentation of group assignment</b><br><br><b>Class revision</b> | <ul style="list-style-type: none"> <li>• Oral presentation of group assignment by groups of students</li> <li>• Q&amp;A and feedback on each group assignment</li> <li>• Each oral presentation must not be longer than 15 minutes</li> <li>• Give feedbacks on group assignments</li> <li>• Give an overview of the contents from Chapter 1 to Chapter 5</li> </ul> | <ul style="list-style-type: none"> <li>• Prepare and submit slides for the oral presentation</li> <li>• Submit report for the group assignment</li> <li>• Revise all contents covered in the course</li> </ul> |

## 12. Grading policy

|   | <b>Assignment</b>                       | <b>Importance</b> |
|---|---|-------------------|
| 1 | Class participation/In-class activities | 30%               |
| 2 | Final exam                              | 70%               |

### Class participation

Note: Punctual and regular attendance is a minimum expectation for this course. The students must not be absent more than 20% of total scheduled learning slots.

### Final exam

The final exam is based on a group assignment. This assignment encourages students to apply knowledge and develop skills in communication in a reality-based scenario either at university or at workplace.

Students will be assigned to groups of 4 – 5 members on a voluntary basis. Each group will be given a general topic and required to:

- Identify communication challenges associated with the given topic

- Demonstrate your point of view
- Combine body movements, technology and visual elements to present your point of view and answer difficult questions

The final exam consists of an oral presentation in class and a written report. Each oral presentation must not be longer than 15 minutes.