






Diploma in Secretarial Studies (777) – Managerial Communication & Interpersonal Skills

Prerequisites: Basic Business organisational knowledge.	Corequisites: A Pass or better in Certificate in Business Studies or equivalence.
<p>Aim: Take note of the saying by Anthony Robbins “<i>The way we communicate with others and with ourselves ultimately determines the quality of our lives</i>”. With great communication skills comes the power to influence and encourage others and yourself. Most managers have both a specialised background and a set of managerial skills. To become a manager one must demonstrate competence in three areas: technical, human relations, and conceptual skills. Managers spend the majority of their time with people and getting work done through people. Thus it is not too surprising that a core set of skills necessary to be successful, centre around interpersonal skills: oral and written communication, constructive listening, honest and direct dialogue, and sensitive to what motivates others. It is the foundation of the management skills pyramid which shows the skills a manager must master to be successful and shows how these management skills build on each other toward success. Technical skill: Technical skill is the ability to use the specialized knowledge, procedures and techniques of a field of activities. Accountants, engineers, surgeons all have their technical skills necessary for their respective professions. Human skill: Human skill is the ability to work with, understand, and motivate other people as individuals or in groups. Managers spend much of their time interacting with people both inside and outside their organisations. Conceptual skill is the ability to co-ordinate and integrates all of an organization’s interests and activities. It requires having the ability to visualize the enterprise as a whole, to envision all the functions involved in a given situation or circumstance, to understand how its parts depend on one another, and anticipate how a change in any of its parts will affect the whole.</p>	
Required Materials: Recommended Learning Resources.	Supplementary Materials: Lecture notes and tutor extra reading recommendations.
Special Requirements: The course requires a combination of lectures, demonstrations and class discussions.	
<p>Intended Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Explore why communication is the lifeblood of an organization and types of business communication in an organization. 2. Define Managerial Communication. 	<p>Assessment Criteria:</p> <ol style="list-style-type: none"> 1.1 Analyse the role of communication in organisations 1.2 Describe types of communication 1.3 Explore the purpose of business and administrative communication 1.4 Describe how communication structure relationships and activities in Business, Political, Religious or social. 1.5 Describe upward Communication 1.6 Describe downward Communication 1.7 Describe horizontal/literal communication 2.1 Explore factors managers should review before communicating 2.2 Describe communication channels 2.3 Outline audience analysis framework 2.4 Describe organizational communication 2.5 Illustrate the ways managers communicate amongst themselves and with their subordinates

	2.6	Outline how Managerial Communication helps in the smooth flow of information among managers working towards a common goal
3. Outline how Information Technology affects Managerial Communication.	3.1	Discuss today's communication technologies
	3.2	Define communication style
	3.3	Analyse advantages of communication technology
	3.4	Explore how IT can be used to establish internal networks, such as an intranet (a network for employee use only).
4. Managerial writing strategies in identify problems, generation and evaluation of alternative solutions and writing the recommendations.	4.1	Analyse advantages of written communication
	4.2	Analyse good business and administrative writing style
	4.3	Outline steps to make writing easy to read
	4.4	Define readability formula
	4.5	Outline actions to overcome writer's block
5. Demonstrate how to write annual review, business plan, and financial reports that are clear, effective and professional.	5.1	Identify functions of reports
	5.2	Distinguish formal vs informal report
	5.3	Explore why document design is important
	5.4	Describe the importance of visuals
	5.5	Explore ways of analysing data
6. Outline how listening skills are important in management and in developing leadership skills.	6.1	Outline active listening techniques
	6.2	Analyse intensity levels of listening
	6.3	Outline the effect of listen competency in the workplace
	6.4	Demonstrate how developing well-honed listing skills is extremely important in team building and team management
	6.5	Describe how today's business climate's multitude of media and information sources increase management's ability to improve listening skills.
7. Describe the theoretical model of informative, positive and negative messages.	7.1	Describe functions of non-verbal communication
	7.2	Define intercultural managerial communication
	7.3	Outline negative messages
8. Outline the importance of relationships in negotiations, the challenge of transforming competition into cooperation and how to deal with emotional and irrational situations	8.1	Describe negotiation strategies
	8.2	Identify persuasive strategies
	8.3	Analyse the types of negotiations
	8.4	Explore how to evaluate negotiation approaches and develop new frameworks
	8.5	Demonstrate how to identify what information is needed to negotiate effectively

<p>9. Explore how interviewing requires the right demeanour, the right words and the right body language, to give the potential employee a good image of the company and to ensure that the person who gets the job is the best.</p>	<p>9.1 Analyse CV components 9.2 Identify good and bad interviewing techniques 9.3 Be able to design a job application letter 9.4 Develop an interview strategy 9.5 Demonstrate how to conduct an interview 9.6 Outline how to give an effective employment interview</p>
<p>10. Demonstrate planning and preparing a presentation checklists to help gather the information needed, decide on the presentation's objectives, audience, content and structure.</p>	<p>10.1 Analyse types of meetings 10.2 Analyse effective meeting guidelines 10.3 Outline purpose of oral presentations 10.4 Be able to use PowerPoint presentation software</p>
<p>11. Demonstrate how Managerial interpersonal skills provide the information needed to effectively communicate to employees, co-workers, and upper management.</p>	<p>11.1 Outline the importance and need for managerial interpersonal skills 11.2 Analyse factors influencing ethics 11.3 Outline strategies for addressing cross-cultural issues 11.4 Outline team building skills 11.5 Describe decision making process</p>

**Recommended Learning Resources:
Managerial Communication & Interpersonal Skills**

Text Books	<ul style="list-style-type: none"> • Managerial Communication: Strategies and Applications by Geraldine E. Hynes. ISBN-10: 0071289348 • Guide to Managerial Communication by Mary M. Munter. ISBN-10: 0132719878 • Interpersonal Skills at Work by John Hayes. ISBN-10: 0415227763 • Interpersonal Skills in Organizations by Suzanne De Janasz, Karen O. Dowd, Beth Schneider. ISBN-10: 0071263373
Study Manuals 	BCE produced study packs
CD ROM 	Power-point slides
Software 	Microsoft Office