

Western Technical College

31801330 Applied Communication Skills

Course Outcome Summary

Course Information

Description	This course treats in a practical and applied manner the spectrum of communication skills necessary to function successfully in a career field with writing fundamentals, business correspondence, telephone courtesy, listening skills, library utilization, and oral communication. Also job-seeking skills: resume, letter of application and interview.
Instructional Level	Technical Diploma Courses
Total Credits	2
Total Hours	72

Textbooks

No textbook required.

Course Competencies

1. Apply effective verbal communication skills in career area.

Assessment Strategies

- 1.1. Through the completion of individual and small group presentations.
- 1.2. Self Assessment of listening skills

Criteria

You will know you are successful when:

- 1.1. you engage in group, partner, and class discussions
- 1.2. you identify the intended audience and appropriately adjust the language of the speech.
- 1.3. you understand the need for clarity in presentations and discussions.
- 1.4. you understand the importance of listening as a study skill, social skill and successful career skill.
- 1.5. you identify poor listening habits.
- 1.6. you identify how to improve poor listening habits.

Learning Objectives

- 1.a. Adapt presentations to fit specific audiences.
- 1.b. Participate effectively in a group.
- 1.c. Employ effective non-verbal skills.
- 1.d. Demonstrate effective active listening behavior.
- 1.e. Demonstrate effective speaking skills.
- 1.f. Follow instructions effectively.
- 1.g. Identify and improve listening habits

2. Demonstrate an ability to write appropriately for a variety of workplace documents.

Assessment Strategies

- 2.1. Through written assignments completed throughout the semester.
- 2.2. Self assessment of writing skills while revising and editing documents

Criteria

You will know you are successful when:

- 2.1. you create text that is relatively free of errors in grammar, punctuation and mechanics.
- 2.2. you create text that is relatively free of errors in spelling.
- 2.3. you integrate suggestions into writing.
- 2.4. you revise and edit writing.
- 2.5. you produce workplace documents that meet the needs of the reader and the purpose of writing.
- 2.6. you understand and apply formats in workplace email, summaries, letters, and other workplace documents.
- 2.7. you write accurate summaries from activities, articles or videos
- 2.8. you use computer technology to produce written documents.

Learning Objectives

- 2.a. Prepare documents that use correct sentence structure.
- 2.b. Prepare documents that are free of spelling errors.
- 2.c. Prepare documents that demonstrate the correct use of punctuation.
- 2.d. Prepare documents that use verb tense consistently and appropriately.
- 2.e. Prepare documents that demonstrate a consistent and appropriate use of person.
- 2.f. Prepare documents that demonstrate the use of the full writing process.
- 2.g. Apply appropriate language for the intended audience.

3. Adhere to principles of good customer and workplace communications.

Assessment Strategies

- 3.1. Through the successful completion of telephone courtesy exercises
- 3.2. Through written assignments throughout the course

Criteria

You will know you are successful when:

- 3.1. you understand the importance of telephone courtesy in the workplace.
- 3.2. you learn techniques for courteous use of telephone.
- 3.3. you display skills of listening and communicating on the telephone.
- 3.4. you display skills of various customer communications.

Learning Objectives

- 3.a. Review recent techniques for telephone courtesy.
- 3.b. Compose various types of customer correspondence.
- 3.c. Demonstrate skills using telephone courtesy in the workplace.
- 3.d. Demonstrate ability to listen to potential customers/clients well via the telephone.

4. Research potential companies and job positions.

Assessment Strategies

- 4.1. Through written assignments made throughout the course.

Criteria

You will know you are successful when:

- 4.1. you gain awareness of various resources that advertise job openings.
- 4.2. you gain awareness of various resources that provide information about companies, job locale, and anticipated salary.
- 4.3. you understand the value of networking and/or the value of a mentor.
- 4.4. you investigate internet tools and presence to assist in a job search

Learning Objectives

- 4.a. Read job advertisements accurately.
- 4.b. Use internet and non-internet resources for researching companies and jobs.
- 4.c. Listen to guest speakers discuss job seeking tools and strategies

4.d. May seek mentor or informational interview for networking or educational purposes.

5. Demonstrate ability to work in groups effectively.

Assessment Strategies

- 5.1. Through the completion of communicating appropriately in group settings for group projects
- 5.2. Through the completion of demonstrating the value of diversity in the workplace

Criteria

You will know you are successful when:

- 5.1. you display good group effort
- 5.2. you complete participation in group projects
- 5.3. you comment and participate in activities about how diversity is valued
- 5.4. you analyze how to make decisions in group settings

Learning Objectives

- 5.a. Acknowledge the value of diversity in group and work settings
- 5.b. Adapt to different communication skills to effectively work in groups
- 5.c. Participate in group projects
- 5.d. Exercise group cooperation and communication

6. Create effective employment seeking documents.

Assessment Strategies

- 6.1. Through creating job application documents like reference list, resume, cover letter, application forms, or thank you letter.
- 6.2. Through written assignments made throughout the course

Criteria

You will know you are successful when:

- 6.1. you locate, contact, and gain permission from professional references.
- 6.2. you create an effective reference page.
- 6.3. you gain up-to-date insights on how to prepare a resume for career.
- 6.4. you create an effective, accurate resume
- 6.5. you gain up-to-date insight on how to prepare a cover letter for career.
- 6.6. you create an effective cover letter.
- 6.7. you practice filling out paper and online job applications accurately and legibly.
- 6.8. you understand the importance of follow up activities to job interviews
- 6.9. you create an effective follow up or thank you letter
- 6.10. you identify life skills and job-specific skills.
- 6.11. you gather personal facts necessary for preparing resume and other job application materials.

Learning Objectives

- 6.a. Contact potential professional references to obtain their permission.
- 6.b. Prepare an error-free reference list
- 6.c. Prepare an error-free resume in a specific, concise, and parallel manner
- 6.d. Practice how to accurately fill out job applications online or on paper.
- 6.e. Prepare an original, clear thank you letter the communicates true interest.
- 6.f. Prepare an error-free cover letter applicable for a specific job.

7. Prepare for a successful face-to-face interview.

Assessment Strategies

- 7.1. Interview Role-play

Criteria

You will know you are successful when:

- 7.1. you are familiar with different kinds of interviews.
- 7.2. you recognize illegal and discriminatory interview questions and options for responding.
- 7.3. you understand the importance of grooming, proper attire, and body language in an interview
- 7.4. you practice answering common questions pertaining to career field.
- 7.5. you recognize the value in good listening, prompt responses, and clear speaking and language in an

interview.

Learning Objectives

- 7.a. Gather common interview questions and differentiate the legal from illegal ones.
- 7.b. Practice responding to common interview questions and listening to the questions carefully
- 7.c. Listen to guest speakers talk about appropriate interview behaviors
- 7.d. Participate in mock interview process
- 7.e. Critique one's own responses to interview questions as well as the answers of others