



Western Technical College

## 31801330 Applied Communication Skills

### Course Outcome Summary

#### Course Information

<b>Description</b>	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, and oral communication. Also job-seeking skills: resume, letter of application, and interview.
<b>Instructional Level</b>	Technical Diploma Courses
<b>Total Credits</b>	2
<b>Total Hours</b>	72

#### Textbooks

No textbook required.

#### Success Abilities

1. Cultivate Passion: Increase Self-Awareness
2. Refine Professionalism: Act Ethically
3. Refine Professionalism: Participate Collaboratively
4. Refine Professionalism: Practice Effective Communication

#### Course Competencies

1. **Apply effective verbal communication skills in career area.**

##### Assessment Strategies

- 1.1. Through the completion of discussions and/or presentations
- 1.2. Self Assessment of listening and verbal 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 adjust the speech.
- 1.3. you define the importance of listening as a study skill, personal skill and career skill.
- 1.4. you identify poor listening habits.
- 1.5. you apply strategies to improve listening habits.

#### **Learning Objectives**

- 1.a. Adapt speaking to fit specific audiences.
- 1.b. Identify types of non-verbal skills.
- 1.c. Demonstrate effective active listening behavior.
- 1.d. Demonstrate effective speaking skills.
- 1.e. Follow instructions effectively.
- 1.f. Identify and improve listening habits

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

#### **Assessment Strategies**

- 2.1. Through written texts 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 revise and edit writing appropriate to audience and purpose.
- 2.2. you produce workplace documents that meet the needs of the reader and the purpose of writing.
- 2.3. you apply appropriate formats in workplace email, summaries, letters, and other workplace documents.
- 2.4. you write accurate summaries from activities, articles or videos
- 2.5. you use computer technology to produce written documents.

#### **Learning Objectives**

- 2.a. Prepare documents that demonstrate the use of the full writing process.
- 2.b. Apply appropriate language for the intended audience.
- 2.c. Apply the writing process

## **3. Adhere to good communication guided by industry expectations**

#### **Assessment Strategies**

- 3.1. Through written assignments throughout the course
- 3.2. Through the completion of discussions and group work in class
- 3.3. Through case studies in workplace scenarios

#### **Criteria**

*You will know you are successful when:*

- 3.1. you display skills of verbal communications.
- 3.2. you utilize conflict management styles in case studies and assignments
- 3.3. you display skills of time management
- 3.4. you complete participation in partner and group work

#### **Learning Objectives**

- 3.a. Compose various types of customer correspondence like email or work orders.
- 3.b. Demonstrate ability to listen in a variety of workplace scenarios
- 3.c. Acknowledge the value of diversity in group and work settings
- 3.d. Identify time management skills for school and a career
- 3.e. Participate in partner and group work with appropriate communication

## **4. Identify potential employers 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 identify various resources that advertise job openings.
- 4.2. you practice using various resources that provide information about companies, job locale, and anticipated salary.
- 4.3. you identify the value of networking and/or the value of a mentor.

#### **Learning Objectives**

- 4.a. Use resources for researching potential employers and jobs.
- 4.b. Listen to guest speakers discuss job seeking tools and strategies
- 4.c. Actively read job advertisements and applications
- 4.d. Investigate internet resources and online presence to assist in job search

### **5. Create effective employment seeking documents.**

#### **Assessment Strategies**

- 5.1. Through creating job application documents like reference list, resume, cover letter, application forms, or thank you letter.

#### **Criteria**

*You will know you are successful when:*

- 5.1. you locate, contact, and gain permission from professional references.
- 5.2. you create an effective reference page.
- 5.3. you create an effective, accurate resume
- 5.4. you create an effective cover letter.
- 5.5. you complete paper and online job applications accurately and legibly.
- 5.6. you identify the importance of follow up activities to job interviews
- 5.7. you create an effective follow up or thank you letter
- 5.8. you identify life skills and job-specific skills.
- 5.9. you employ the writing process for employment seeking documents

#### **Learning Objectives**

- 5.a. Contact potential professional references to obtain their permission.
- 5.b. Prepare a professional reference list
- 5.c. Prepare a professional resume that is industry appropriate
- 5.d. Practice how to accurately fill out job applications online or on paper.
- 5.e. Prepare an original, clear Thank You letter that communicates true interest.

### **6. Prepare for a professional job interview.**

#### **Assessment Strategies**

- 6.1. Interview Role-play with classmates and instructor
- 6.2. Practice interview questions in writing and in speaking

#### **Criteria**

*You will know you are successful when:*

- 6.1. you recognize illegal and discriminatory interview questions and options for responding.
- 6.2. you display the importance of non-verbal skills in an interview
- 6.3. you practice answering common questions pertaining to career field.
- 6.4. you practice the value in good listening, prompt responses, and clear speaking and language in an interview.
- 6.5. you practice asking questions after a job interview

#### **Learning Objectives**

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