

Soft Skills

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Course Objectives

This is a communications course. The primary purpose is to make you an effective communicator both as a writer and as a speaker. The goal is to improve your writing and speaking abilities consistent with MBA or comparable Master's level executive skills. As one of your first graduate courses, its secondary purpose is to provide you with sufficient foundation level training to increase your likelihood of success in other graduate courses that will follow.

Knowledge and skills after completing the course

This course utilizes lectures, in class discussions and exercises, case studies, examinations, as well as numerous writing and speaking projects, as the primary means to improve communications skills in a variety of settings. Each class will begin with a review of the key elements of the previous class along with an in-class writing assignment. This is a class about being and doing. We will focus on the communicator (you), the tools for communicating, and the actual process of communicating.

Course format and teaching methods

Since most of the learning will occur in the classroom, attendance is crucial. More than two unexcused absences will result in a lowered final grade. If you have a problem with any class dates, see me ahead of time. Grading will be based substantially on in-class and homework assignments, along with a mid-term, and a final exam.

The purchase of all text materials is encouraged three weeks before commencement of the course. You should also have a notebook for your personal journal. We will work with an overhead projector and you will receive copies of the transparencies being used. You will also receive numerous handouts in class and file them in consecutive order. It is imperative that you keep a large folder with all handouts, which must be used as study guides in preparation for all exams.

Also online-course available.

Exam

Regularly written exam. In addition written homework and presentation.

Reading list

Effective Business Communications, seventh edition, Murphy.
The Artist's Way, Cameron Writing With Power, second edition, Elbow.
Hildebrandt, and Thomas, Mc Graw Hill, 1997.
Elements of Style, third edition, Strunk and White.
Elements of Business Writing, Blake and Bly.
MLA Style Manual, second edition, Gibaldi.