
SECTION HEADING

FBMA 2131: Directed Study - Communications

Description

Directed Study - Communications teaches the student to further acquire and develop a higher level of communication skills. Students will review and evaluate various communication methods and techniques in dealing with and relating to individuals in both the public and private sector. Students will use this information in formulating an effective communication method and style.

Management Credits

2

Topics to be Covered

1. Explore and develop means of focusing upon crisis communication techniques
 - a. Apply communication tools and techniques developed in the diploma programs
 - b. Develop improved written and oral presentations skills
 - c. Define and apply methods & mechanisms of communications
2. Explore and develop public and community relation methods
 - a. Define methods of consumer education techniques
 - b. Interpret advantages/ disadvantages of various communication methods

Learning Outcomes

1. Communicate appropriately and effectively within various organizational contexts
2. Adjust communication behavior effectively
3. Demonstrate appropriate and effective conflict management strategies
4. Demonstrate the ability to research, analyze and reason from evidence to reach an effective conclusion or outcome
5. Communicate appropriately and effectively within groups
6. Demonstrate the ability to analyze a problem and devise a solution in a group