

## Middle East Technical University

### Course Syllabus

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BA/4104  
Managerial Skills Lab

Instructor: Dr. Patricia Schroeder

Contact: Office - 312 210 3071  
Cell - 0 506 155 7321

Office Hours:

Class Hours:

## ***Course Description***

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This course will help you develop communication skills that will assist you as you build a career. In this course you will develop an understanding of today's dynamic business environment and the importance of developing the ability to communicate ideas in a variety of mediums. Specifically, we will focus on how you may build your personal brand, the ability to identify and communicate your personal skills and strengths through development of an effective CV, demonstrating interview skills, and developing a Statement of Purpose for a graduate program.

## ***Course Materials***

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### **Course Text:**

Bovee, C. L. & Thill, J. V. (2014). *Business communication today* (12<sup>th</sup> ed.). Upper Saddle River, NJ: Pearson. ISBN: 9780132971294

## ***Course Policies***

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- Late assignments receive a 10% deduction for each day they are late. Assignments submitted more than 4 days after the due date will not be accepted.
- Attendance is an official requirement. Unauthorized absences (without a medical report) in excess of 4 weeks will result in automatic failure in the course.

***Point Values***

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<b>Week Three</b>	
Create Your CV (Due during Individual Sessions in Weeks 6 & 7)	20
<b>Week Five</b>	
Answer 10 of the 25 Common Interview Questions	20
<b>Week Seven</b>	
Write an Application Letter (Due during Individual Interviews in Weeks 8 & 9)	15
<b>Weeks Eight and Nine</b>	
Individual Interviews	25
<b>Week Ten</b>	
Write a Statement of Purpose for a Graduate Program	20
<b>Point Total</b>	<b>100</b>

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## **Week One**

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### **Course Overview and the Three Step Writing Process**

- Describe the three step writing process.
- Explain the importance of being sensitive to audience needs when writing business messages.
- Discuss the functions of effective design, clarity of writing, proofreading, and methods of distributing business documents.

### **Course Assignments**

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#### **1. Readings**

- Read Ch. 4, 5 and 6 of *Business Communication Today*.

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## **Week Two and Three**

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### **Building Careers and Writing Resumes**

- Explain the process of planning your résumé, including how to choose the best résumé organization.
- Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.
- Characterize the completing step for résumés, including the six most common formats in which you can produce a résumé.

### **Course Assignments**

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#### **1. Readings**

- Read Ch. 18 of *Business Communication Today*.

2. **Assignment 1:** Create a personal CV. This assignment is due during your individual CV review session in Weeks 6 & 7 and should be posted according to directions in ODTU class).

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## **Week Four and Five**

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### **Applying and Interviewing for Employment**

- Describe the typical sequence of job interviews, the major types of interviews, and what employers look for during an interview.
- List six tasks you need to complete to prepare for a successful job interview.
- Explain how to succeed in all three stages of an interview; identify the most common employment messages that follow an interview, and explain when you would use each one.

### **Course Assignments**

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#### **1. Readings**

- Read Ch. 19 of *Business Communication Today*.

2. **Assignment 2:** Answer 10 of the 25 Common Interview Questions according to assignment directions in ODTU class. This assignment is due in Week 6.

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**Week Six and Seven**

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**Individual CV Reviews**

- Make an appointment to review your CV; then make necessary changes to include in your interview session.

**Course Assignments**

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3. **Assignment 3:** Select a company and position that you would like to apply for and write an application letter and adjust your CV for the interview. Post your documents to ODTU class and bring them to your interview. Schedule an interview to take place during Week 8 or 9.

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**Week Eight and Nine**

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**Interviews**

- Demonstrate effective interview skills

**Course Assignments**

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1. **Assignment 4:** Schedule and complete an interview during Week 8 or 9.

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**Week Ten**

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**Applying for Graduate Programs**

- Writing a Statement of Purpose
- Securing Recommendations
- Application CVs

**Course Assignments**

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1. **Assignment 5:** Write a Statement of Purpose that may be used for application to a graduate program. This assignment is due within one week and should be posted to ODTU class. You may make an appointment for individual discussion of your Statement of Purpose, if desired.