

SUPERIOR BUSINESS WRITING, EFFECTIVE COMMUNICATION & PRESENTATION SKILLS



International School
Of Management

— UNLOCKING KNOWLEDGE —

INTRODUCTION



This course is developed in workshop format consisting of three (3) different standalone professional and academic skills modules offered back to back over a period of three days. The skills taught on the course are the followings;

1. Business Writing and Originality
2. Effective Communication Skills
3. Report writing and Presentation Skills

This business and academic skills course will help professionals and scholars alike to recognize the importance of original business writing, academic writing, business reports, and integrity in their career pursuits. It will enable them to understand what constitutes dishonesty and other unethical widespread practices in the Nigerian business and academic communities. It will uncover the basics of original writing, integrity and anti-plagiarism, detailing specific academic offences and explaining ways that

businesses and authorities of institutions could detect and may deal with such offences. The programme which is taught as three different modules within three full days adopts series of interactive classes, practical exercises, assignments and case studies in syndicate groups and discussions amongst delegates from the same or different institutions.

The Communication Module is very critical to this workshop. Communication is the basis of all human interactions and much more for all group functioning. Every group must take in and use information. The very existence of a group depends on communication; on exchanging information and making meaning of the content of that information.

Every productive activity is contingent upon effective communication, and our daily lives are filled with one communication experience or another. Through communication, members of groups reach a variety of understanding necessary for achieving individual and group objectives; for building trust, coordinating actions, planning actions and reactions, agreeing upon conclusions, and conducting a myriad of activities – including the passage of both good and bad news.

It is through communication that members interact, and effective communication is a prerequisite for every aspect of group functioning. This proves just how important communication is in the success any organization. However, poor communication can lead to wrong understanding and poor performance which ends in losses, strife and failure. Therefore, no company can sustain bad or poor communication however buoyant its resources. Wherever communication is poor, there is bound to be recurrent crisis and constant regrets. The goal of this course is to help members of a team succeed in their unified objectives by equipping them with the necessary knowledge and skills for effectively conveying feelings, intentions and account of events.

The Presentation Skills Module gives students an experience in this workshop that is close to having a personal, public speaking training coach. Students will make at least three individual presentations over the three days duration of the workshop. The practical presentations

are videotaped, evaluated and uploaded on the School's Youtube page. Students also get expert one-on-one coaching at the end of each presentation. The presentation skills classes are kept small and are in a supportive environment to allow for maximum engagement and learning. After taking the presentation skills module, students will be able to notice specific gains in effectively communicating their ideas, enhancing personal and corporate image, and ultimately increasing personal confidence and productivity.

Finally, this programme as a whole throughout the three modules which are a blend of business and academic skills learning one of its kind, will also provide students with some additional resources that should be useful for further personal study and professional development. There are many resources and opportunities available to the delegates; and the mode of delivery for this course is designed to create a rich learning and sharing experience for the students.

The course is taught by faculty members who have a rich mix of sound professional exposures and relevant academic experiences.

LEARNING OUTCOMES BY MODULE



By the end of this three day course, students should have gained the following skills and competencies;

MODULE 1: SUPERIOR BUSINESS WRITING & ORIGINALITY

- Skills for constructive or critical thinking and writing.
- Understanding the rules and guidelines for citation and referencing
- Familiarity with the different scenarios based on different sources of information
- Understanding of some common styles such as the Harvard referencing
- Ability to create a “healthy” skepticism without this skepticism leading to the stifling of creative and innovative report writing.
- Ability to adopt creative tools for information gathering, usage and sharing
- Knowledge of a historical perspective of the current state of business writing and reporting
- Use skills and knowledge acquired to evaluate the quality of publishable write-ups, speeches, addresses and reports.
- Ability to craft original and unique messages.
- Skills to write creatively and appeal to a variety of audience.
- Unique writing style and expressive delivery

MODULE 2: EFFECTIVE COMMUNICATION SKILLS

- Appreciate the importance of communication in assigned tasks and their successes
- Identify various communication styles
- Pave the way for positive interactions
- Appreciate the art of active listening
- Anticipate and avoid common misunderstandings
- Practice assertive communication
- Manage challenging conversations

LEARNING OUTCOMES (CONT'D)

MODULE 3: REPORT WRITING & PRESENTATION SKILLS

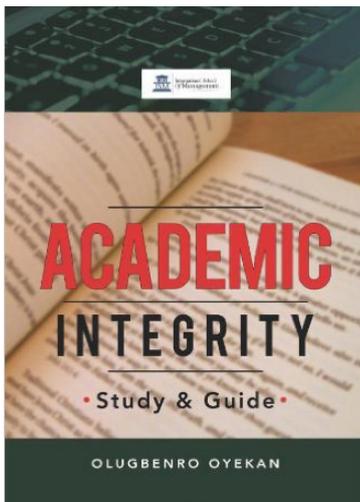
- Clarifying objectives - what the presenter wants his audience to feel, think and do?
- Structuring a clear, concise and persuasive message;
- Exploring creative approaches which make an impact;
- Adopting rhetorical devices to make your message stick;
- Handling nerves and eliminating tension, using techniques from psychology and the theatre;
- Harnessing voice and body language to engage your audience;
- Playing with status to build rapport and credibility;
- Performing prepared and impromptu speeches

COURSE OUTLINE:

PROGRAMME HIGHLIGHTS

- Communication and performance
- Pay-off for effective communication
- Good communication leads to excellent customer service / interpersonal skills
- The communication process
- Barriers to effective communication
- Communication: rights and responsibilities
- Communication Styles
- Passive, Aggressive and Assertive communication
- Building your assertive communication skills
- The art of listening
- What you need to know about listening
- Barriers to listening
- Building your active listening skills
- Dealing with Challenging Conversations
- Causes of conflicts
- Fixing assumptions
- Blame game
- Taking responsibility for misrepresentation

- How to prepare your message for presentation
- The actual presentation material
- How to choose the right approach and medium
- Using rhetoric
- Understanding audiences and their expectations
- Connecting it up
- Types and relevance of presentations



Recommended Text

There is a compulsory textbook recommended for this workshop. This is to be used along with other journal articles on a variety of subjects and of different methodologies. The recommended text is a publication reviewed and recommended by the Nigerian Educational Research and Development Council (NERDC) For general reading and tertiary institution.

The book Academic Integrity: Study & Guide (Oyekan, O., 2013; Xlibris UK) is available for sale through ISM Lagos or CARIA offices, Amazon online bookstore, Havillah Bookshops in Nigerian universities, Barnes & Noble online amongst others. A current review on the book is available on PRWEB visit: <http://www.prweb.com/releases/OlugbenroOyekan/AcademicIntegrity/prweb11311450.htm>

REGISTRATION & ENQUIRIES

Duration : 3days

Registration : N10, 000 (non-refundable)

Tuition : N250, 000

FOR FURTHER ENQUIRIES, PLEASE CONTACT:

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