

AURO UNIVERSITY SURAT

Professional Communications: Influencing & Persuading (Strategies in Action)

Academic Year 2020

Module Leaders

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Module introduction

Introduction and Objectives

This module is predominantly offered as a standalone course that enables the participants to think and prepare to function as energised communicators in professional settings. The major objective in this module will be to sensitise the participants how to achieve results by effectively communicating with others.

It would also help them attend other advanced modules and programmes with a certain ease so as gain, in due course of time, the ability to make critical decisions and to justify those decisions through verbal and written communication.

Such decision-making occurs in all types and sizes of organizations, from leading MNC's to a small restaurant. Many lives and jobs are affected by these decisions, thus rendering this process highly complex and intricate. An organization's sheer survival, and not growth, is often at stake including the destiny of those professionals who choose to be a part of the process. Communicating with precision and efficiency is the key to successfully steer this process encompassing the employer(s), employees, vendors and suppliers, clients and customers alike.

The subtle orientation of communicating the ideas and thoughts with good influencing and persuasive abilities makes this module especially exciting and challenging to the participants. They will get to learn, and demonstrate later on in their profession, how not to be aggressive or abrasive in communications but be persuasive enough for the listener to help realise a collective and productive goal.

Learning approach

The pattern of study will involve four main aspects:

- 1) The presentation of theoretical, and applied strategic perspectives or alternatives
- 2) Structured facilitated discussions about the perspectives or alternatives
- 3) Suggested reading and
- 4) Assignments.

All the four elements are crucial if real development in the process of professional communication is to be achieved within the week's slot. During this process, a specific model for focused learning will be used. It is your understanding and application of this model that will form the basis of your assignment and subsequent assessment.

Discussions are the fundamental route by which communication skills will be enhanced. You are thus encouraged to:

- 1) Listen to other participants
- 2) Think aloud while contemplating over the issues
- 3) Express own values and opinions
- 4) Pursue independent thinking
- 5) Submit your perspective to the scrutiny of others
- 6) Clarify your perception of the many types of communications scenarios
- 7) Develop your persuasion skills
- 8) Discover your own answers to dilemmas.

COURSE PLAN SYNOPSIS

Day	Topic	Reading/Activity	Deadlines/Tasks
1	Review of basics of Communication	Milestone 01	Introduction
2	Techniques for building a rapport	Milestone 02	Allotment of groups and assignments
3	Linguistic Tools for influencing and persuading	Milestone 03	Group 1 – Presentation
4	Framework for applying theoretical constructs	Milestone 04	Group 2 – Presentation
5	Practical scenario-driven Evaluation	Certification Process	Assessment

LEARNING OUTCOMES WITH RESPECT TO:

1) Knowledge and Understanding

- a) Explain the meaning of communication and its importance in the professional world
- b) Explain the basis of means/ends analysis and assess its practical applications in a business situation
- c) Analyse and evaluate the role of professional communications in providing leadership
- d) Understand and analyse the issues of particular concern for different industries and functional aspects of the business in a communications' context

2) Disciplinary and Professional

- a) Explain why there is a dilemma to be aggressive or abrasive in particular situations
- b) Demonstrate the ability to present a number of viewpoints and evaluate their relative significance
- c) Make and explain a strategically defensible decision through persuasion.

3) Transferable skills

- a) Self-management - practised
- b) Learning - practised
- c) Communication - taught, practised and assessed
- d) Problem solving - taught, practised and assessed

Please add your input