

# İZMİR YÜKSEK TEKNOLOJİ ENSTİTÜSÜ

MAN 211

**COMMUNICATION and MANAGEMENT SKILLS for ENGINEERS**

**COURSE OUTLINE**

**(3+0)0 credits 3 ECTS**

**Instructor:** Dikmen Yakalı, PhD, Assoc. Prof. of Communication Studies

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## **COURSE DESCRIPTION:**

This course is designed to equip Engineering students with essential skills for professional success. Covering topics such as intra-personal and inter-personal communication, leadership, change and conflict management, ethics, documentation, innovation, and entrepreneurship, the course offers a comprehensive exploration of key concepts. Students will engage in interactive sessions, including drama-style case studies to apply their learning in practical scenarios. Through a combination of theoretical knowledge and practical exercises, this course aims to develop students' ability to navigate complex communication and management challenges in diverse organizational settings.

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## **METHOD:**

Lecture, in-class discussion of relevant selected texts, and use of visual material.

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## **MAIN TEXTS:**

D. Beer, and D. McMurrey, A Guide to Writing as an Engineer, 4th. Ed. John Wiley & Sons, 2014.

K. Miller, "Organizational Communication: Approaches and Processes" Wadsworth, 2015.

M.E. Guffey and Dana Loewy. Business Communication: Process and Product, Cengage, 2021.

## **ADDITIONAL READING:**

Reading List to be provided at the beginning of each semester.

## **EVALUATION:**

- Mid-term I: 50%
  - Final Exam: 50%
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## **TEACHING PLAN**

**WEEK 1: Introduction.** Course objectives.

### **WEEK 2 : Writing your Own Future. Writing Your Own Future:**

This session explores the concept of narrative identity and the power of storytelling in shaping and guiding career paths. This session will discuss how personal narratives can be crafted and utilized in strategic career planning to reflect individual aspirations, strengths, and values, ultimately guiding professional development and success.

**WEEK 3: Strategic Career Planning.** This session focuses on identifying and aligning personal and professional goals to create a clear, actionable career path. This session will cover assessing individual needs, exploring core values, and making informed decisions to achieve long-term career success and fulfillment.

**WEEK 4: What is Communication?** This session introduces the fundamental concepts of communication, exploring its various forms, functions, and processes. It will provide an overview of how effective communication facilitates the exchange of information, builds relationships, and drives successful interactions in both personal and professional contexts.

**WEEK 5: Intra-personal Communication.** This session will explore the role of self-awareness, cognitive biases, and emotional regulation in effective self-communication, emphasizing techniques for enhancing self-understanding and personal growth. Emotional Intelligence.

**WEEK 6: Inter-personal Communication:** This session will explore the dynamics of effective communication skills, active listening, and empathy highlighting their importance in building and maintaining healthy relationships.

**WEEK 7 : Leadership theories and styles;** this session will examine various leadership styles, essential skills such as emotional intelligence and strategic thinking, and practical techniques for inspiring and managing teams in diverse organizational settings.

### **WEEK 8 : Mid-term Project**

**WEEK 9: Change Management;** This session will cover strategies for managing resistance, fostering adaptability, and ensuring successful implementation of change initiatives through effective communication and stakeholder engagement.

**Conflict Management:** This session will explore conflict resolution techniques, the role of negotiation and mediation, and the importance of fostering a collaborative environment to achieve constructive outcomes.

**WEEK 10: Ethics in Engineering.** This session will discuss the importance of ethical behavior, common ethical dilemmas, and frameworks for making ethically sound decisions in various professional contexts.

**WEEK 11: Documentation in Engineering:** This session will highlight best practices in creating, organizing, and managing documents, emphasizing the role of clear and concise writing, proper formatting, and compliance with organizational and legal requirements.

**WEEK 12: Innovation:** This session will explore the key principles of innovation, techniques for fostering a creative mindset, and strategies for effectively managing and nurturing innovative initiatives.

**Entrepreneurship:**

This session will cover the essential skills and mindsets of successful entrepreneurs, business planning, and the challenges and rewards of starting and growing a new enterprise.

**WEEK 13 : Recruitment and Job Interview Techniques:** This session will cover effective recruitment methods, interview preparation and execution, and candidate evaluation, featuring a drama-style case study with a guest lecturer to provide practical insights and real-world applications.

**WEEK 14: Revision**