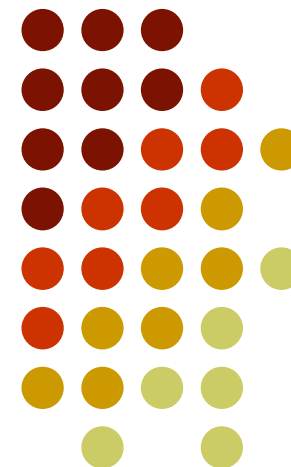


Future Leaders: Enhancing Professional Communication Skills

CZ.1.07/2.2.00/07.0029



Innovation of Communication Skills Education in English

CZ.1.07/2.2.00/07.0029





The need for enhancing professional communication skills

- leadership communication – specific case of professional communication
- communication education and training still not a part of curricula at every secondary school in Czech Language lessons
- English – since 3rd grade of primary school, varied outcomes, mostly depending on teachers
- survey: 2 secondary schools
- EU grant (European Structural Funds): Education for Competitiveness
- over 3 million CZK for 3 years (June 2009 - June 2012)
- target students: Political Science, Sociology, Economics, Journalism



Innovation

- focus on enhancing practical communication skills in Professional English
- format: practical exercises/activities, internships, theoretical background – mostly self-study

Activities:

- case studies
- role playing
- presentation skills development - mock presentations
- communication techniques training (negotiation, mediation, listening)
- public speaking
- internships at partner institutions
- international experts seminars



Preparation, the first semester, evaluation of the first semester

- **1. 6. 2009** – let's begin
- team meetings
- project publicity:
 - leaflets aimed at the Faculty of Arts students
 - web pages (www.kal.upol.cz/projekt-inovace-vyuky)
- new curricula and syllabi
- course preparations, reading materials, manuals and textbooks, conferences



- room no. 14 – 20+ years old equipment, fixed desks
- contests for the equipment providers, selection procedures, beginning of renovation





- September 2009
 - more publicity
 - Seminar on communication skills (Scarborough, UK)
 - Conferences AEDUCA, METPOPULI
 - Administration of the project (student lists, registers)
 - final preparatory meeting - internships
- semester begins



- November 2009
 - ILA 2009 in Prague – student volunteers help in conference preparation and organization
 - workshop The Art of Presentation (J. Ted Baartmans)





- December – end of semester
- January – internships cont., new semester preparation
- February 2010
 - project presentations



- first internship finished
- evaluation
- new semester

June 2010 – end of academic year



New courses

Old courses with new content:

- English for Political Science 1,2
- Professional Communication in English 1,2
- English Discourse Analysis 1,2
- English Grammar Intermediate



Professional Communication in English

- new textbook (in print)





Course work

- presentations – team and individual, different time frame, prepared speech, impromptu speech
- different topics (body language, billboard analysis, Lisbon Treaty, Cuba crisis...)
- negotiation, chairing a meeting, agreeing, disagreeing, telephone calls, essay writing, CVs
- other activities: train exercise, communication channels



Course work - continued

- international expert workshops:
 - November 2009 Ted Baartmans: The Art of Presentation
 - April 2010 Roberta Hill: How to Come to a Yes
- Evaluation – mostly positive



Internships

- Meopta – optika, a.s. Přerov
international company, USA and CZ
2000 employees
optical devices
- Eurocentrum Olomouc (Government of the
Czech Republic)



Internships

- preparatory work (project team) – what, when, who
- publicity: web, leaflets
- student selection (interview)
- initial meeting of all students - Meopta Přerov
- internships
- presentations
- evaluation (questionnaire)





Publicity

- web pages



- leaflets



- posters



New Challenges

- good start, successful, first successful 'graduates'

New tasks and challenges:

- improve syllabi (students' evaluations)
- integrate new knowledge (literature, conferences)
- room no. 14
- more publicity



**Thank you for your
attention!**