



## Business Communication Certificate Non-Credit Online Program

**What do most Employers look for in an Employee?** The ability to communicate effectively with others!

These instructor-led, online courses can each be completed in six weeks, offering you an opportunity to build valuable communication skills that will help you succeed! You can complete these courses in the comfort of your own home, at times that are most convenient to you. Microsoft Office is recommended.

*"The Business Communications Program was a fantastic experience. I recommend it for people who believe their education is getting a bit rusty, and are looking for something to prove that they can improve themselves. Do it online!"*

*-Ken Pritchard, Randolph, WI*

### Course Fees

\$99 per course or \$550 for certificate program (five core courses and one elective)

### How to Register

For more information, or to register by phone, call Kathy Palmer at **1-800-859-8334**.

You can register and pay online at **www.manitowoc.uwc.edu**

Click on the Continuing Education link on the top bar of the screen.

**Courses begin each month!**

## ABOUT THE INSTRUCTORS

**Kim Schwamn** is the program assistant in Continuing Education at UW-Washington County. She earned her B.Ed (Honors) from Worcester College of HE and her M.A. (Ed.) from the University of Wales, both in the UK. After years of teaching English to middle and high school students, and training new teachers, she moved to the USA where she has continued to be involved with students through her work in CE and as a director of a learning center.

**Janice Marshall** is a veteran instructor and lecturer in the English Department at UW-Marathon County, where she teaches English Composition and Business Writing. She earned her bachelor's degree in English from Wartburg College and her master's degree in English from Marquette University, Milwaukee, WI.

**Stuart Fields** is a trainer, consultant and coach in leadership and management, and has extensive experience in design, delivery and administration of employee education programs. He earned a bachelor's degree from UW-Madison and a master's degree from the School for International Training, Brattleboro, VT.

**Jeffrey Russell** is co-director of Russell Consulting, Inc. and is on the teaching faculty at UW-Madison. Specializing in the areas of leadership, strategic thinking and planning, performance coaching, performance management and leading change, he earned a bachelor's degree in humanism and cultural change and master's degree in industrial relations from UW-Madison.



*The freshman/sophomore UW campuses*



## Business Communication Certificate

**Affordable • Convenient • Accessible**

### Non-Credit Online Certificate

- Gain powerful communication skills
- Complete five core courses and one elective to earn a business communication certificate, or
- Enroll in one or more courses of your choice
- Complete courses at your convenience

**September 2011 through April 2012**



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# Business Communication Certificate

## Non-Credit Online Program



### REQUIRED COURSES (All Courses begin the second Monday of the Month)

#### Leading Others Whether or Not You're the Boss

What is leadership? Where does the leader's ability to influence others come from? What are the qualities that enable people to lead? And, perhaps more to the point ...can ANYONE become a leader? This interactive, online course explores your definition of leadership, asks you to analyze the work of leaders around you, and engages you in developing a plan for yourself that will enhance your ability to lead effectively.

Instructor: Jeffrey Russell; Start date: October 10, 2011

#### Constructing Clear Verbal Messages

Learn key skills that will help you communicate more effectively by taking a look at the communication process and assessing your own communication skills. It's not always the words you use, but how you say them that give them true meaning!

Instructor: Kim Schwamn; Start date: November 14, 2011

### ELECTIVES (CHOOSE ONE - All Courses begin the second Monday of the Month)

#### Creating a Motivating Environment

Whether you are a team player, leader, supervisor or manager, you can have an influence in creating a motivating environment. Given the right set of conditions, tools and the right environment, all employees can become more motivated, empowered and productive. If you're ready to receive a booster shot of motivation, this course is for you!

Instructor: Stuart Fields; Start date: September 12, 2011

#### Problem Solving and Decision Making

Why don't many of the "solutions" that we implement in the face of a problem work? What gets in the way of effective problem solving and decision making? See how a thoughtful and systematic process makes all the difference. This course presents a model for problem solving and decision-making, and introduces an array of tools that you can apply to your own situations.

Instructor: Jeffrey Russell; Start date: January 9, 2012

#### Effective Business Writing

Good, strong business writing is like a long, cold drink of water – refreshing! This course will help you generate ideas, organize them, and write more efficiently, expressing your ideas in ways that gain the attention, support and respect of others.

Instructor: Janice Marshall; Start date: February 13, 2012

#### Building and Sustaining Teamwork

Why teamwork? What's in it for me (WIIFM)? This course will take you beyond WIIFM and into the realm of "What's in it for the greater good?" Learn methods and techniques to strengthen your individual skills as a team player, and examine ways to build and sustain teamwork within your work environment.

Instructor: Stuart Fields; Start date: April 9, 2012

#### Understanding and Managing Conflict

This interactive session on managing conflict is designed to help you better understand the meaning, nature and root causes of conflict and its major effects on organizations and individuals. You will receive feedback on your personal style of handling conflict, gain a clearer understanding of the steps for analyzing and resolving conflict and learn effective strategies for bargaining and negotiating conflict resolution for a WIN/WIN solution.

Instructor: Jeffrey Russell; Start date: March 12, 2012

To get started you need: Internet access, E-mail, Internet Explorer, Netscape or Firefox Web Browser.

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You can register and pay online at

**[www.manitowoc.uwc.edu](http://www.manitowoc.uwc.edu)**

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