



UK

## SYLLABUS 2025-2026

### Self-Affirmation and Effective Communication

#### MODULE SPECIFICATION

Module Code	2526_PCA_2_EN_003
Campus	Oxford
Department(s)	Career Path
Level / Semester	Masters Year 1 (M1); Equivalent to FHEQ level 7 Semester 08
Language of Instruction	English
Teaching Method	<input checked="" type="checkbox"/> In-person (face-to-face) <input type="checkbox"/> Distance learning (live online) <input type="checkbox"/> e-Learning (asynchronous) <input type="checkbox"/> Hybrid: _____
Pre-requisite(s)?	None
ECTS <i>Reminder: 1 ECTS = between 20 and 30hr- student workload</i>	1
Equivalent FHEQ credits	2
Study Hours	25 hours which comprise of 7 directed learning and 18 independent learning/assessment hours

#### MODULE DESCRIPTION

Module Aims	This module is designed to provide students with the advanced skills to master self-affirmation and effective communication in a professional context. It focuses on development of self-confidence and professional presence. The curriculum delves into practical techniques to enhance assertiveness and the impact of communication in various relationships. Through a rigorous and experiential approach, students will learn to effectively navigate professional situations, articulate their ideas with clarity, and build a strong foundation for future
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	leadership roles.
<b>Teaching Arrangement</b>	The module will be delivered through self-assessment, group and pair work, role playing, feedback, and a personal action plan.
<b>Learning Outcomes</b>	<p>By the end of this module, students should be able to:</p> <ol style="list-style-type: none"> <li>1. Critically evaluate and situate their personal communication style within established frameworks, such as the four communication attitudes (withdrawal, aggressiveness, manipulation, and assertiveness).</li> <li>2. Evaluate challenging professional situations, applying a reflective approach to their own communication patterns.</li> <li>3. Master assertive communication, ensuring that requests and feedback are expressed with clarity, diplomacy, and factual precision.</li> <li>4. Build listening and adaptability skills to facilitate collaborative and creative problem-solving.</li> <li>5. Construct a strategic questioning framework for preparing and managing difficult conversations.</li> <li>6. Evaluate new communication methods in real-world scenarios, such as meetings and interviews, to improve professional interactions.</li> </ol>
<b>Competency Goals*</b> <i>(Knowledge, expertise and interpersonal skills)</i>	PGE_M_CG01 - To be equipped with efficient business skills
<b>Alignment with Programme Learning Goals*</b>	PGE_M_CG03_LO02 - To work in a multicultural environment
	PGE_M_CG03_LO01_I03 - To read or write for most everyday situation
	PGE_M_CG02_LO02_I01 - To assess their own strengths and weaknesses

## SESSION TOPICS / MODULE SCHEDULE

*(Please note, a session/sequence may be more than one scheduled class)*

### Session 1: Module Overview

#### *Content:*

- Introductions
- Clarifying why asserting oneself can be difficult
- Conducting a self-assessment to identify one's positioning within the four attitudes ("Withdrawal" / "Aggressiveness" / "Manipulation" / "Assertiveness")
- Identifying the characteristics and risks associated with each attitude
- Developing active listening
- Preparing for a difficult situation

*Last reviewed: 16/09/2025*

- Making a delicate request using the DESC method
- Saying “no” while maintaining relationship quality with the “ECAPA” approach

## KEY RESOURCES

1. EM Normandie (n.d.) *Career Path, EM Upward*. Available at: <https://upward.em-normandie.fr/local/pages/carriere-en>.

## MODES OF ASSESSMENT

Final Exam (100%)	Report
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## MODULE DESIGN TEAM

- Author: *Marielle Lassarat*
- Reviewer: *Hendrik Lohse*
- External Reviewer: *Timothy O’Connor*