

Effective Communication

A person-centered approach to successful projects

CERTIFICATE PROGRAM

The importance of communication skills for IT-people has been underestimated for a long time. Increasingly, businesses now gain awareness of the vast impact that communication has on the success of their projects as well as the quality of their customer relations. There is no doubt that the ability to communicate effectively will provide companies in ICT-related fields with a clear competitive advantage. This certificate program gives IT-experts, project managers, consultants and educators in the field of Information and Communication Technologies (ICT) the opportunity to enhance their communication skills in complex, challenging, intercultural situations.

Qualification Profile

Participation in the program will allow participants to acquire key-competences that enable them to

- Communicate more clearly and hence become more effective on a personal, team and organizational level
- Better understand their customers, team-mates, and colleagues
- Work in teams, coordinate and lead teams more effectively
- Increase inner flexibility for dealing with new, unexpected situations
- Understand their own and others' communication patterns, cultural values and management cultures leading to better situational management
- Become more flexible and creative in business

Target Group

The certificate program is directed towards persons who work in the field of ICT, want to become better communicators, seek to immediately transfer the acquired competencies into practice and aim to solve problems in new creative ways. The integration of IT-people in various positions along with the provision of international workshops will produce diversity that helps to authentically transcend individual perspectives.

Admission Criteria

Academic criteria: Bachelor, Masters' or PhD degree or equivalent.

Good knowledge of English is required; knowledge of German is beneficial but not a prerequisite.

Work-related criteria: Practical experience in project work / project management in ICT-related areas or experience with technology enhanced learning in higher education.

Persons who have not completed an academic degree can be admitted upon the condition of considerable work-related experience in relevant fields.

Structure and Learning Mode

The course units are blocked (20 days of contact time) and enhanced by e-learning components as well as self-study phases. The e-learning platform allows for person-centered learning and intensive sharing between participants as well as facilitators. Intensive summer and winter workshops in Austria provide the chance to build blended communities and significantly learn from each other.

Learning in the program focuses on:

- Cooperative solution development for challenges recognized and raised by the participants
- Exploring the effects of real acceptance and deep understanding on problem solving within a team and with customers
- Reflecting experience and using theory inputs for finding creative solutions
- Practicing dialogue in a multi-national group

Each module addresses the participants at three levels:

- Personal development: Awareness of own habits, values, culture and building flexibility into constructs
- Skills: Practicing of reoccurring communication situations
- Intellect: Theories, techniques, knowledge construction

MODULE	COMPONENTS	DAYS
MODULE 1 – INTRODUCTION Initial Workshop	Introduction to the principles of person-centered communication	1
MODULE 1 – PART 1 Encountering self and the other, Person-Centered Communication, foundations	Encountering personal attitudes, values, communication-patterns	3,5
MODULE 2 Encountering international diversity, International Communication as Interpersonal Encounter (Winter School)	Building relationships and accepting diversity in an intercultural context: <ul style="list-style-type: none"> • Reflecting perceived power distance and management culture • Uncertainty avoidance, understanding and transparency • Individualism – collectivism • Time-orientation • From ambiguity tolerance to inner flexibility 	6
MODULE 1 – PART 2 Encountering self and the other in business, Person-Centered Communication in project work	Enhancing the following attitudes in the work context: <ul style="list-style-type: none"> • congruence, openness • acceptance, respect towards persons • deep understanding beyond borders 	3
MODULE 3 Cooperating in (inter)national teams, International Communication and the Learning Organization (Summer School)	<ul style="list-style-type: none"> • Building shared missions • Discussing and deciding effectively in intercultural teams • Presentation of projects and results • Elaborating proposals for follow-up projects 	6
TOTAL		19,5



Successful co-operation with customers and team members demands the ability to communicate effectively. Effective communication can therefore be regarded as the key to successful projects.



AO. UNIV.-PROF.
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RENATE MOTSCHNIG,
SCIENTIFIC DIRECTOR

»Communicating fascinates me as each experience can help to improve expressiveness and mutual understanding. No doubt, we as persons, managers or members of IT-teams and partners in business can become more congruent, experience less stress, and make better decisions by communicating constructively. Join our group of like-minded people to collaboratively work towards success.«



SCIENTIFIC DIRECTOR

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Short Facts

Academic Degree	Postgraduate Certificate
Duration	12 months (20 contact days, self-study phases and e-learning)
Units	15 ECTS
Language	English
Tuition fee	€ 4.650,-
Start	Winter term 2012/13

Lecturers

Prof. Jeffrey Cornelius White, PhD
University of Missouri, Department of Counseling,
Leadership and Special Education
Ao. Univ.-Prof. Dr. Robert Hutterer
University of Vienna, Department of Education
Ao. Univ.-Prof. Dipl.-Ing. Dr. Renate Motschnig
University of Vienna, Faculty of Computer Science
Ao. Univ.-Prof. Dipl.-Ing. Dr. Franz-Markus Peschl
University of Vienna, Department of Philosophy
Assoc. Prof. RNDr. Tomáš Pitner, PhD
Masaryk University Brno, Department of Computer
Systems and Communications

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The University of Vienna is the oldest university in the German-speaking world and one of the largest in Central Europe. Thus, with more than 180 courses and about 88.000 students as well as staff of 9,400 employees, it is also the largest educational and scientific institution in Austria.

The University's Postgraduate Center offers a wide range of Advanced Postgraduate Programs. Students may choose from more than 20 master programs in the fields of »Education and Social Care«, »Health & Natural Sciences«, »International Affairs and Business«, »Communication and Media« and »Law«. In addition, the university offers tailor-made corporate programs targeted at the goals and specific needs of organizations. All professional education programs of the University of Vienna are adjusted to the specific demands of professional life and aim at providing an interdisciplinary approach. Students will learn to understand how related scientific disciplines are interconnected with their specific fields of expertise. The Postgraduate Center is also active in the Austrian and international discourse on Lifelong Learning.

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