

H7BCS: Business Communication Skills- Enhance Your Personal Impact

Module Code:	H7BCS
Long Title	Business Communication Skills- Enhance Your Personal Impact APPROVED
Title	Business Communication Skills- Enhance Your Personal Impact
Module Level:	LEVEL 7
EQF Level:	6
EHEA Level:	First Cycle
Credits:	10
Module Coordinator:	
Module Author:	ELLEN BYRNE
Departments:	School of Computing
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Engage with others effectively through enhanced effective listening and questioning skills.
LO2	Understand the power of metacommunication and paralanguage.
LO3	Confidently articulate ideas and data in language that is accessible to a non-technical audience.
LO4	Articulate insights and complex information through effective report writing.
LO5	Design and deliver powerful presentations to influence with impact.
LO6	Effective use of memos, messages, email, faxes, forms, questionnaires
LO7	Use an array of visual aids to best illustrate various aspects of analytical data.
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

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Module Content & Assessment			
Indicative Content			
Fundamental communication skills • The role of body language in face-to-face communication. • Thomas-Kilmann conflict management styles. • The principles and processes of professional report writing. • Presenting technical data to a non-technical audience. • The art of influencing and negotiation skills.			
Analyst's communication skill set: • Listening and questioning. • Advising and informing. • Persuading, influencing, and negotiating. • Facilitating debates. • Maintaining assertiveness under pressure. • Making recommendations and unpopular decisions. • Analysis and presentation of analytical data.			
Human interaction and non-verbal communication • Metacommunication and paralanguage. • Language of silence and time. • Ability to clearly communicate action plans. • Make evidence based recommendations. • Diagnose and communicate issues and problems			
Report and Business Writing • Produce high quality report and documentation. • Understand essentials of good report. • Create a clearly defined purpose of the report. • Develop the appropriate structure of the report. • Researching and assembling the material. • Develop a succinct writing style. • Use a variety of means to present technical information. • Illustrate data through a variety of graphics including tables and charts.			
Fundamental methods of business communications • Understand the importance of Memos. • Messages. • Emails. • Faxes. • Forms in the business environment.			
Interactive Presentation Skills • Managing questions. • Validating participants input. • Dealing with criticisms. • Facilitating challenging meetings. • One to one communication. • Giving and receiving feedback			
Communicating in groups or teams • Advantages of groups. • Disadvantages of groups. • Factors affecting group effectiveness.			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Group Presentation (0060)	% of total:	25
Assessment Date:	n/a	Outcome addressed:	1,2,3,5,6
Non-Marked:	No		
Assessment Description: Public Speaking and Presentation Skills: Teams should have four members			
Assessment Type:	Written Report	% of total:	50
Assessment Date:	n/a	Outcome addressed:	4,7
Non-Marked:	No		
Assessment Description: Research and Report Writing. Examples of research papers: "Conduct an Investigation into the growth of mobile phone usage in Ireland" or "Investigate the growth of internet penetration in Ireland" (2000 words, Harvard referencing).			
Assessment Type:	Reflective Journal	% of total:	25
Assessment Date:	n/a	Outcome addressed:	1,2
Non-Marked:	No		
Assessment Description: The journal has been set with the clear intention of encouraging students to engage in critical thinking through reflective work. Therefore there should be clear evidence of critical thinking in the journal. This will form one of the key criteria for assessment. Similarly students are required to demonstrate reflective practice that is an explicit purpose for the journal.			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Repeat the module <i>The assessment of this module is inextricably linked to the delivery. The student must reattend the module in its entirety in order to be reassessed.</i>			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	4	Every Week	4.00
Tutorial	No Description	2	Every Week	2.00
Independent Learning	No Description	15	Once per semester	1.25
Total Weekly Contact Hours				6.00
Workload: Part Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	4	Every Week	4.00
Tutorial	No Description	2	Every Week	2.00
Independent Learning	No Description	178	Once per semester	14.83
Total Weekly Contact Hours				6.00

Module Resources	
<i>Recommended Book Resources</i>	
Bové, Courtland L; Thill, John. (2014), Business communication essentials: a skills-based approach, 6th. Pearson, p.470. Guffey, Mary Ellen, and Carolyn M. Seefer. (2007), Essentials of Business Communication., Mason, OH: South Western. Hargie, Owen, David Dickson, and Dennis Tourish. (2004), Communication Skills for Effective Management., Basingstoke: Palgrave Macmillan.	
<i>Supplementary Book Resources</i>	
Gambetti, Rosella, and Stephen Quigley.. Managing Corporate Communication: A Cross-Cultural Approach., 2013. Basingstoke: Palgrave Macmillan. Harvard Business Publishing. (2011), Communicating for Results, Harvard Business Publishing, Harvard. Harvard Business Review. (2011), HBR'S 10 must Reads: On Communication, Harvard Business Review, Harvard. Harvey, Nicholas. Effective Communication, Gill & Macmillan, Dublin. McKee, Annie, Richard Boyatzis, and Francis E. Johnston.. (2008), Becoming a Resonant Leader: Develop Your Emotional Intelligence, Renew Your Relationships, Sustain Your Effectiveness., Harvard Business School Press, Boston. Stanton, Nicky. (2009), Mastering Communication., Hants: Palgrave MacMillan, Basingstoke.	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	