

H8CDY: Communication Dynamics - Maximise your Personal Effectiveness

Module Code:	H8CDY
Long Title	Communication Dynamics - Maximise your Personal Effectiveness APPROVED
Title	Communication Dynamics - Maximise your Personal Effectiveness
Module Level:	LEVEL 8
EQF Level:	6
EHEA Level:	First Cycle
Credits:	5
Module Coordinator:	RON ELLIOTT
Module Author:	RON ELLIOTT
Departments:	School of Business
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	Critically evaluate the strengths and limitations of various communication skills.
LO2	Enhance personal impact through fundamental communication skills
LO3	Facilitate, lead and chair successful meetings.
LO4	Deliver a powerful presentation with conviction and confidence
LO5	Follow a pragmatic structure to write professional business correspondence
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			
The Business Analyst as a Consultant • Interpersonal skill set required for successful business analysis • Overcoming potential barriers to clear communication • Ethics			
Alternative Consultancy Styles • Facilitator style • Coaching style • Advisory style			
The Consultancy Process • Building rapport and trusting relationships • Contracting and clarifying expectations • Giving and receiving feedback • Problem solving			
Principles of Written Communication • Basic principles of clear writing • Speaking to the reader • Structure of reports • Use of graphics and tables			
The Presentation Process • Knowing your target audience • Structure of a presentation • Pacing the presentation • Use of presentation tools • Interpersonal styles • Engaging your audience			
Interactive Skills • Interpersonal psychology • Stimulation and feedback • Handling questions • Dealing with criticisms • Listening and questioning techniques			
Interpersonal Communication • Psychological principles underpinning interpersonal communication • Meetings • Interviews • Negotiation and problem resolution			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Part Time			
Coursework			
Assessment Type:	Group Presentation	% of total:	20
Assessment Date:	n/a	Outcome addressed:	1,2,3,4
Non-Marked:	No		
Assessment Description: In your team prepare and deliver a presentation that you would deliver to your senior management team on your topic. Each person must present for five minutes. You are graded individually. You are working as a team and your presentation must demonstrate that this is a team project. Apply the structured approach. Use visual aids appropriately. The presenter Engages the audience, Implements feedback to enhance their personal impact Make their presentations memorable.			
Assessment Type:	Individual Presentation	% of total:	20
Assessment Date:	n/a	Outcome addressed:	1,2,5
Non-Marked:	No		
Assessment Description: Describe a positive or negative interaction you had with a customer in the past. (Use a real example). Relate the behaviour you demonstrated to the theories covered on module one. On reflection, what would you do differently and why? What would do the same and why? This assignment is based on a real interaction you had with a customer/colleague. Please ensure absolute discretion by changing the names of party in your assignment. Your assignment should include some of the following: • Competency Theory • Fight or Flight • Non-verbal behaviour • Influencing Styles • ORID Consultancy Model			
Assessment Type:	Project	% of total:	60
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5
Non-Marked:	No		
Assessment Description: To reflect the integration of learning inherent in a level 8 programme, an integrative assessment ranging across the three modules has been introduced in the programme. This takes the form of a case study or research project which requires learners to demonstrate their ability to develop cross-disciplinary solutions to the problems raised in the case study or research project. Learners will be marked on their integrative abilities and demonstration of subject specific knowledge (LO1 - LO5). This piece of work constitutes part of the continuous assessment component of the following three modules: 1. Management of Change 2. Business Systems Analysis 3. Communication Dynamics			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Repeat failed items <i>The student must repeat any item failed</i>			
Reassessment Description Students must pass all components of assessment on the module; a component fail leads to a component repeat. The repeat assessment strategy requires students to complete an assignment to ensure that they have met the minimum learning outcomes. Learners may build on prior work from the assessments.			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Part Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	28	Per Semester	2.33
Independent Learning	Independent Learning	97	Per Semester	8.08
Total Weekly Contact Hours				2.33

Module Resources	
<i>Recommended Book Resources</i>	
<p>McClave, H. (2008), Communication for Business, 4th. Gill & Macmillan, [ISBN: 0717144550].</p> <p>Bradbury, A.. (2010), Successful Presentation Skills (Sunday Times Creating Success), Kogan Page, [ISBN: B00SLTOMAG].</p> <p>Bovée and Thill. (2016), Business communication essentials: a skills-based approach, Pearson Education Limited, Harlow, [ISBN: 978-1-292-09326-0].</p> <p>DiSanza, J., R., & Nancy, J., L.. (2017), Business and Professional Communication: Plans, Processes, and Performance, 6th Edition. Pearson Education.</p> <p>Rudolph F. Verderber, Kathleen S. Verderber, Deanna D. Sellnow. (2016), The Challenge of Effective Speaking in a Digital Age, 17th Edition. Cengage Learning, p.368, [ISBN: 9781305948198].</p> <p>Kuiper, S.. (2012), Contemporary Business Reports, South-Western College Publishing.</p>	
<i>Supplementary Book Resources</i>	
<p>Covey, S.. (2004), The Seven Habits of Highly Successful People, Simon & Schuster Ltd, p.372, [ISBN: 0684858398].</p> <p>Senge, P.M.. (1994), The Fifth Discipline Fieldbook: Strategies for Building a Learning Organization, Nicholas Brealey Publishing, p.608, [ISBN: 1857880609].</p> <p>Templar, R.. (2010), The Rules of Work, Expanded Edition: A Definitive Code for Personal Success (Richard Templar's Rules), [ISBN: B00HTDGCFI].</p>	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	