

H6BC: Business Communication

Module Code:	H6BC
Long Title	Business Communication APPROVED
Title	Business Communication
Module Level:	LEVEL 6
EQF Level:	5
EHEA Level:	Short Cycle
Credits:	5
Module Coordinator:	COLETTE DARCY
Module Author:	Isabela Da Silva
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 approaches and techniques.
LO2	Explore the attributes that contribute to becoming an effective influencer.
LO3	Enhance personal impact through fundamental communication skills
LO4	Explore how communication can be used to influence change within and beyond teams.
LO5	Appreciate the role of communication in achieving cooperation with stakeholders.
LO6	Demonstrate the ability to structure and write professional business correspondence.
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	As per programme requirements (outlined in 4.2.2 Minimum requirements for general learning)

H6BC: Business Communication

Module Content & Assessment			
Indicative Content			
Principles of written communication Basics 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			
Collaborating to achieve impact Team dynamics – healthy and unhealthy dynamics The role of trust within teams Roles and responsibilities within teams Dealing with team conflict			
Alternative Consultancy Styles Facilitator style Coaching style Advisory style			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Continuous Assessment	% of total:	50
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5,6
Non-Marked:	No		
Assessment Description: Students will be given 2 projects over the course of the module, many of which will require critical analysis of their own communication skills. These exercises may include, but are not limited to: Individual recorded presentation where the candidate is required to deliver a presentation to the senior management team on a topic of your choosing. Apply the structured approach, using visual aids where appropriate.			
Assessment Type:	Continuous Assessment	% of total:	50
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5,6
Non-Marked:	No		
Assessment Description: An assignment detailing the role of communication in delivering on the strategic objectives of a team and/or organisation.			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Repeat examination <i>Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.</i>			
Reassessment Description Students who do not achieve an overall pass mark in this module will be presented with a single assessment which will address all learning outcomes. This piece of assessment will be designed by the relevant member of faculty and validated by the second marker and extern.			

H6BC: Business Communication

Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	Classroom and demonstrations	24	Per Semester	2.00
Independent Learning	Independent learning	101	Per Semester	8.42
Total Weekly Contact Hours				2.00

Module Resources

Recommended Book Resources

Bovée, C.L. and Thill, J.V. (2021), *Business Communication Today*, 15th ED, Pearson.

Tuleja, E.A , (2021), *Intercultural Communication for Global Business: How Leaders Communicate for Success*, Routledge.

Means, T,(2019), *Business Communication*, 3rd ED, Cengage.

Shwom, B. and Snyder, L.G ,(2019),*Business Communication: Polishing Your Professional Presence*, 4th ED, Pearson.

This module does not have any article/paper resources

This module does not have any other resources

Discussion Note: