

<b>Module Code:</b>	BUS454
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<b>Module Title:</b>	Business Communication Skills
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<b>Level:</b>	4	<b>Credit Value:</b>	20
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<b>Cost Centre(s):</b>	GAMG	<b>JACS3 code:</b>	N211
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<b>School:</b>	Social & Life Sciences	<b>Module Leader:</b>	tbc
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Scheduled learning and teaching hours	36 hrs
Guided independent study	164 hrs
Placement	0 hrs
<b>Module duration (total hours)</b>	200 hrs

<b>Programme(s) in which to be offered (not including exit awards)</b>	Core	Option
BA (Hons) Business	✓	<input type="checkbox"/>
BA (Hons) Accounting & Finance	✓	<input type="checkbox"/>
BA (Hons) Hospitality, Tourism & Event Management	✓	<input type="checkbox"/>
BA (Hons) Human Resource Management	✓	<input type="checkbox"/>
BA (Hons) Marketing	✓	<input type="checkbox"/>
BSc (Hons) Financial Technology Management	✓	<input type="checkbox"/>
HNC Business Part-Time	✓	<input type="checkbox"/>

<b>Pre-requisites</b>
None

**Office use only**

Initial approval: 29/06/2018  
 With effect from: 24/09/2018  
 Date and details of revision:

Version no: 1

Version no:

## Module Aims

The module aim is to recognize the importance of effective integrated internal and external communications in building sustainable relationships and delivering customer value. Students will also learn how to communicate effectively in a business and academic settings understanding the fundamentals of presentation skills, written communication and professional communication.

## Intended Learning Outcomes

Key skills for employability

KS1	Written, oral and media communication skills
KS2	Leadership, team working and networking skills
KS3	Opportunity, creativity and problem solving skills
KS4	Information technology skills and digital literacy
KS5	Information management skills
KS6	Research skills
KS7	Intercultural and sustainability skills
KS8	Career management skills
KS9	Learning to learn (managing personal and professional development, self-management)
KS10	Numeracy

At the end of this module, students will be able to		Key Skills	
1	Use communication techniques for a range of purposes and audiences.	KS1	KS8
		KS4	KS9
		KS5	
2	Use appropriate software to carry out business tasks; produce professional business documents and develop a business presentation.	KS1	KS8
		KS4	
		KS5	
3	Identify the role and benefits of internal communications in developing cross-functional relationships, customer focus and internal marketing in commercial and non-profit sector organisations.	KS5	
		KS6	
4	Identify models of communication, involving message framing, emotional and informational appeals to purchase decision-making and campaign planning.	KS5	
		KS6	
5	Create effective communications to deliver value to customers via an understanding of brand building.	KS1	KS3
		KS2	KS5
		KS6	

### Transferable skills and other attributes

- ability to collaborate and plan
- contribute proactively
- display data effectively using a variety of methods
- study, writing, IT skills
- communication skills
- meet objectives

### Derogations

None

### Assessment:

Indicative Assessment Tasks:

**Indicative Assessment One:** For Assessment One students will be required to complete a number of individual task relating to business communication skills. These completed tasks will then be collated in the form of a portfolio for final submission. The final word count of the portfolio should not exceed 1500 words

**Indicative Assessment Two:** students will be required to produce a 1500 word group research report together with a 10 minute presentation.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1, 2	Portfolio	40%		1500
2	3, 4, 5, 6	Presentation & Report	60%		1500 & 10 min presentation

### Learning and Teaching Strategies:

This module will be delivered using a combination of lead lectures, group tutorials, student led discussion, practical exercises, directed and self-directed study.

### Syllabus outline:

1. Writing for academic purposes, report writing for business using word processing to create business documents and power point for presentations.
2. An introduction to APA.
3. Writing for a non-academic audience.
4. Internal communications types and forms appropriate to organizational culture, internal stakeholders and relationship types.

5. Models of communication, message formatting to recognizing the benefits of branding and campaign planning.
6. Message framing and positioning.
7. Outsourcing communications / challenges and solutions for working with external agencies.
8. Communication methods/ advantages and disadvantages of each.
9. Range of media options and appropriateness in different business contexts.
10. Barriers to effective communications.
11. Setting communication budgets.
12. Communication methods evaluation.

### **Indicative Bibliography:**

#### **Essential reading**

Cameron, S. (2016). *The Business Student's Handbook: Skills for Study and Employment*, 6<sup>th</sup> Edn, Pearson.

#### **Other indicative reading**

##### **Textbooks**

Hartley, P. (2015) '*Business Communication*', 2<sup>nd</sup> Edn, Routledge.

Atkinson, I. (2012) '*The Financial Times Essential Guide to Business Writing: How to Write to Engage, Persuade and Sell*', Financial Times, Prentice Hall.

Bullard, R. (2015) '*Business Writing Tips: For Easy & Effective Results*', Perfect Text.

##### **Journals**

Journal of Marketing

Journal of Marketing Communications

Journal of Integrated Marketing Communications

##### **Websites**

[www.managers.org.uk](http://www.managers.org.uk) – Chartered Management Institution