

Module Code:	BUS454
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Module Title:	Business Communication Skills
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Level:	4	Credit Value:	20
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Cost Centre(s):	GAMG	JACS3 code:	N211
		HECoS code:	100810

Faculty:	Social & Life Sciences	Module Leader:	Holly Dougan
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Scheduled learning and teaching hours	36 hrs
Guided independent study	164 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered (not including exit awards)	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"/>

Pre-requisites
None

Office use only

Initial approval: 29/06/2018

Version no: 1

With effect from: 24/09/2018

Date and details of revision: 08.04.19 – revision to assessment narrative and syllabus outlines only

Version no: 2

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 weekly tasks related to the teaching. These completed tasks will then be collated in the form of a portfolio for final submission. The final word count of the portfolio will be 1500 words or equivalent.

Indicative Assessment Two: Students in pairs or small groups are required to produce a group research report to include completing a presentation evaluating the key concept of business communication whether this be internal/external. The overall piece should be 1500 words or equivalent.

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	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:

Learning outcomes 1 & 2

1. How do you communicate yourself as a brand/ambassador or representative?
Analysis and evaluation of current skills and diagnostic of future career pathway. For example: importance of time management, how to prioritise workloads, developing CVs, learning to learn etc
2. Types of internal/external/social/formal communications and the skills required for effective delivery. Mapping the skills gap to your development plan.

3. The academic communicator, writing, reports and referencing your research/opinions.
4. Using communication as an effective tool for success – examples: mute debate, problem solving activities, evaluating case studies, research and presentations

Learning outcomes 3, 4 & 5

5. Communication in work: employee engagement through communication, charity work, projects, training and development
6. Employee and consumer psychology when using message framing and emotional marketing to encourage decision making for example, support, team work or purchase decision making
7. Internal and external voice – using the feedback loop of communication for employee/project or company development
8. Case study – what brands get communication “right” – the importance of brand for different service and product sectors

Indicative Bibliography:

Essential reading

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

Other indicative reading

Textbooks

Hartley, P. (2015) '*Business Communication*', 2nd 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 – Chartered Management Institution