COURSE OUTLINE

1. General specifications

Module Title: Communications for Business Level: IDB	Credits 15

Overview of the module

This module is designed to help students appreciate and understand the different types of business communication and their importance in an international context. The module will discuss the basic principles of communications within an international context from three key perspectives: written communication, visual communication and presentations, and non-verbal communication. Topics to be covered will include inter alia: effective communication, business messages, team work and meetings, oral presentations, listening report writing, CV writing, interview techniques, etc.

2. Module Delivery

Contents

CLASS SUBJECT
1 Effective communication in business: the importance of different types of communication in business
2 Writing business messages I: understanding the purpose and selecting and appropriate message type
3 Writing business messages II: creating, editing and communicating the written business message
4 Reports and proposals I: understanding and planning different types of reports
5 Reports and proposals II: preparing and writing different types of reports
6 Visual communication: communicating continuous and discrete data through appropriate charts, graphs and figures
7 Working in teams: advantages and disadvantages of teamwork and effective group communication
8 Business meetings: planning, organising and running business meetings

9 Oral presentations: planning, creating and delivering effective presentations
10 Effective listening: becoming an effective listener and learning how to listen
11 Non-verbal communication: reading and using non-verbal communication as an effective business tool
12 CV writing and interview techniques: preparing a winning and CV and succeeding at interviews

Indicative reading

Supplementary Textbook:

The following textbooks provide supplementary reading for this module and should be available in the centre's library:

Payne and Whittaker (2006), "Developing Essential Study Skills", 2nd Edition, FT Prentice Hall, ISBN: 97-1405840873

Cottrell, S. (2008), "The Study Skills Handbook", 3rd Edition, Pallgrave Macmillan, ISBN: 978-0230573055

Price and Maier (2007), "Effective Study Skills: Essential Skills for Academic and Career Success", Prentice Hall, ISBN: 978-1405840736

Cameron, S. (2009), "The Business Students Handbook: Skills for Study and Employment", 5th Edition, FT Prentice Hall, ISBN: 978-0273730712

Currie, D (2005), "Developing and Applying Study Skills: Writing Assignments, Dissertations and Management Reports", Chartered Institute of Personnel and Development, ISBN: 978-1843980643

Rogerson, S. "Project Skills Handbook" Chartwell-Bratt, ISBN: 978-9144304816

Northedge, A. (2005) "The Good Study Guide" Open University, ISBN: 978-0749259747

Additional Resources

Study skills web sites:

http://www.bized.co.uk/reference/studyskills/index.htm
http://www.how-to-study.com/
http://www.open.ac.uk/skillsforstudy/
http://www.mindtools.com/page8.html

3. Module Assessment

Module Learning Outcomes

On completion of this module the student should be able to:

Knowledge and understanding

1. Describe skills and strategies for effective communication in business environments.
2. Explain how communication technologies can facilitate the flow of information.
3. Describe the planning and running of business meetings.
4. Understand the role of meeting technologies.
5. Describe the structure, content and function of business reports.

Intellectual Skills

1. Discuss the benefits and difficulties of working in a group.
2. Discuss the impact of intercultural differences on communication.

Practical Skills

1. Find data and process it to produce meaningful information.
2. Write business letters, memoranda and emails.
3. Make a presentation or demonstration on a business related topic to an audience using appropriate aids.

Transferable Skills

1. Write clearly and concisely

Assessment Methods:

Number, Type and Weighting of Element

100% Exam

*Admission to the final assessment is subject to completion of all coursework assigned by Esei tutor for each module.