

<b>Module Title:</b>	Communications and Customers
<b>Language of Instruction:</b>	English
<b>Credits:</b>	10
<b>NFQ Level:</b>	6
<b>Module Delivered In</b>	<a href="#">1 programme(s)</a>
<b>Teaching &amp; Learning Strategies:</b>	All theory will be supported using examples and practical exercises. Lectures will operate on a 'learning by doing' ethos. The focus of this course is that students develop their communication skills through practical application. Group interaction will be encouraged to enhance the learning process. Teaching will be interactive and call upon the experience of the students to enhance the learning process. There will be a strong emphasis on practical exercises.
<b>Module Aim:</b>	To develop written and oral communication skills and to enhance important personal attributes such as confidence and working on one's own initiative. It also aims to introduce the concepts of customer service, customer care and the important role a customer plays in business. Emphasis will be placed on students gaining the skills required to handle customer interactions and understand good customer service both face-to-face and on the telephone.

Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Have an understanding of the key principles of good customer service
LO2	Understand how to approach customer interactions effectively
LO3	Describe and utilize the 'Communications Process' and identify and negate the 'Barriers to Communication'
LO4	Write 'clean' and clear professional business documents including letters, reports, emails and notices
LO5	Deliver presentations and be aware of nonverbal communication
LO6	Conduct research and attribute knowledge accurately

Pre-requisite learning
<b>Module Recommendations</b> <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>
No recommendations listed
<b>Incompatible Modules</b> <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>
No incompatible modules listed
<b>Co-requisite Modules</b>
No Co-requisite modules listed
<b>Requirements</b> <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>
No requirements listed

## Module Content & Assessment

Indicative Content
<b>An Introduction to Business Communications</b> • Communication Process • Barriers to Communication • Non-verbal communications • Meetings • Documents for meetings
<b>Business Writing</b> • Effective writing • Letters • Email • Notices • News/press releases
<b>Giving Talks and Presentations</b> • Preparing for a talk • Gaining confidence • Delivering a speech • Handling questions
<b>Research Skills</b> Why develop research skills • A strategy for research • Finding information • Secondary information • Primary information • Using the internet
<b>Professional writing</b> • Structuring your work • Acknowledging the work of others • Plagiarism • Understanding writing for different 'audiences' • Drafting, reviewing and proof-reading
<b>Report writing</b> • What is a report • How are reports structured • The language of the report • Research for reports • acknowledging the work of others • Types of reports • Report layout and presentation
<b>Customer Service</b> • What is customer service? • What is good customer practice? • Internal and external customers Listening skills • Characteristics of good customer contact staff • How to handle complaints and awkward customers
<b>Telephone Skills</b> • Why good telephone skills are important • How to prepare for and make a call • Answering the telephone • Listening to the caller • Telephone techniques

Assessment Breakdown	%
Continuous Assessment	50.00%
Project	50.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Other	A combination of some/ all of the following: in-class tests, online work, quizzes, role plays and assignments	1,2,3,4	35.00	Every Second Week
Written Report	Written report showcasing clean and clear writing skills and an adherence to report writing protocols	4,6	50.00	Sem 2 End
Presentation	Presentation of report and its findings	5,6	15.00	Sem 2 End

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

### Module Workload

Workload: Full Time		
Workload Type	Frequency	Average Weekly Learner Workload
Independent Learning Time	Every Week	4.00
Lecture	Every Week	3.00
Total Hours		7.00

Workload: Part Time		
Workload Type	Frequency	Average Weekly Learner Workload
Lecture	Every Week	1.50
Independent Learning	Every Week	5.50
Total Hours		7.00

**Module Delivered In**

Programme Code	Programme	Semester	Delivery
CW_BBADM_D	<a href="#">Bachelor of Business in Business Administration</a>	1	Mandatory