

<b>Module Title:</b>	Communications and Writing Skills
<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>	<p>Lectures - communication of knowledge and ideas from the lecturer to the student. Problem Solving Exercises - student will work as part of a team and will work together to resolve various legal scenarios. Class Discussion/Debate - Students will be encouraged to actively participate in the class sessions which will develop their analytical and communication skills. E-Learning - It is envisaged that the module will be supported with on-line learning materials. Self-Direct Independent Learning - the emphasis on independent learning will develop a strong and autonomous work and learning practices.</p>
<b>Module Aim:</b>	The aim of this module is to develop the student's skills in communications and writing for industry and also to enhance their academic writing and oral presentation abilities for the purposes of the academy.

Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Produce clean, structured written material.
LO2	Produce written work for different audiences and with the audience in mind.
LO3	Plan and structure text outlines.
LO4	Demonstrate the importance of planning and drafting to writing.
LO5	Produce an efficient verbal presentation.
LO6	Demonstrate competency in terminology and application of Communication Theory.
LO7	Demonstrate competency in editing basic texts.

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>Writing for Industry: Theory</b> Theory: • 'Audience is King': understanding audiences • Study of writing styles: technical writing, writing for industries, online authorship • Drafting and proofing techniques: correlation between carelessness and failure • Researching material
<b>Writing for Industry: Practice</b> Practice/workshops: • Practicing different styles of authorship for industry • Drafting and proofing; methods of ensuring error-free work
<b>Writing for the academy: Theory</b> Theory: • academic conventions: the value of academic writing • referencing made simple • Planning & Structure • paragraphing • Introductions and Conclusions • Deconstructing best-practice examples
<b>Writing for the academy: Practice</b> Practice/workshops: • Writing essay outlines and creating mind-maps • Paragraph construction • Introductions and conclusions • Drafting
<b>Authorship:</b> • Knowing how you write • Knowing how you plan • Setting your style and mode of work
<b>Presentation Skills:</b> • Creating an effective PowerPoint presentation • Theory of delivering effective presentations • Focus on audience • The Duarte Method
<b>Communications</b> Communications Models (one-way & two-way); Terminology; Organizational Communication; Barriers to Communication

Assessment Breakdown	%
Continuous Assessment	50.00%
Project	25.00%
Practical	25.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Other	Students complete in-class test on communication theory.	6	10.00	n/a
Other	Students complete an in-class academic essay based on an example of a literary text.	1,2,3,4	10.00	n/a
Other	Students write a report or a press release based on an example of organizational needs.	1,2,3,4	10.00	n/a
Other	Students complete an in-class discussion-essay on a controversial topic.	1,2,3,4	10.00	n/a
Other	Students will write a speech based on a controversial topic.	1,2,3,4,6	10.00	n/a
Other	Students will complete in-class test to edit and improve a number of given texts.	2,4,7	10.00	n/a
Other	PowerPoint presentation of discussion essay topic.	3,4,5,6,7	20.00	n/a
Other	Students deliver a speech on a chosen topic to an audience.	5,6	20.00	n/a

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
Lecture	Every Week	3.00
Independent Learning Time	Every Week	4.00
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_BRLMB_B	<a href="#">Bachelor of Business(Honours) in Management</a>	1	Elective