Module Title:	Communications and Academic Writing
Language of Instruction:	English

Credits:	5

NFQ Level:	6

Module Delivered In	11 programme(s)

Teaching & Learning Strategies:	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.

Module Aim:	This module develops the students' ability to communicate effectively, both orally and in writing, in academic and business contexts.

Learning Outcomes	
On successful completion of this module the learner should be able to:	
LO1	Describe and utilise the 'Communications Process' and identify and negate the 'Barriers to Communication'.
LO2	Demonstrate the ability to conduct research online and evaluate, summarise and reference this information.
LO3	Communicate effectively, both orally and in writing, for specific business and academic purposes.

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

Module Content & Assessment

Indicative Content
An Introduction to Business Communications • Communication Process • Barriers to Communication • Non-verbal communications • Listening skills • Communication etiquette
Effective Business Writing • Oral versus written communication • Understanding the audience • Principles of Written communication • Planning and preparation • Internal/ external business communications • Accuracy in writing: spelling, punctuation, grammar, proofreading.
Research Skills Developing library/ research skills • Finding and evaluating sources • Summarising and paraphrasing from sources • Avoiding plagiarism • Academic writing style • Referencing
Report writing • What is a report • How are reports structured • The language of the report • Types of reports • Report layout and presentation
Making Presentations • Preparing for a presentation • Delivering an effective presentation • Handling questions

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Other	A combination of some/ all of the following: in-class tests, quizzes and assignments.	1,3	20.00	Ongoing
Written Report	Written report based on research completed and showcasing clean and clear writing skills and an adherence to report writing protocols	2,3	50.00	Week 10
Presentation	Presentation of report	3	30.00	Sem 1 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	6.00
Lecture	Every Week	2.00
Laboratory	Every Week	1.00
	Total Hours	9.00

Workload: Part Time

Workload Type	Frequency	Average Weekly Learner Workload
Lecture	Every Week	1.50
Independent Learning	Every Week	7.50
	Total Hours	9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBACF_B	Bachelor of Business (Honours) in Accounting and Finance	1	Elective
CW_BBHRM_B	Bachelor of Business (Honours) in Human Resource Management	1	Elective
CW_HHIBU_B	Bachelor of Business (Honours) in International Business	1	Elective
CW_BBBBM_B	Bachelor of Business (Honours) in Management	1	Elective
CW_BBSCM_B	Bachelor of Business (Honours) in Supply Chain Management	1	Elective
CW_BBBUS_D	Bachelor of Business in Business	1	Elective
CW_BBHRM_D	Bachelor of Business in Human Resource Management	1	Elective
CW_BBINB_D	Bachelor of Business in International Business incorporating Double Degree	1	Elective
CW_BPMKT_D	Bachelor of Business in Marketing	1	Elective
CW_BBSCM_D	Bachelor of Business in Supply Chain Management	1	Elective
CW_BBBUS_C	Higher Certificate in Business	1	Elective