

|  |   |
|--|---|
| <b>Module Title:</b>   | Communications and Academic Writing   |
| <b>Language of Instruction:</b>  | English   |
| <b>Credits:</b>  | 5   |
| <b>NFQ Level:</b>  | 6   |
| <b>Module Delivered In</b>   | <a href="#">11 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>   | This module develops the students' ability to communicate effectively, both orally and in writing, in academic and business contexts.   |
| <b>Learning Outcomes</b>   |   |
| <i>On successful completion of this module the learner should be able to:</i>  |   |
| 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.   |
| <b>Pre-requisite learning</b>  |   |
| <b>Module Recommendations</b><br><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><br><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><br><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

#### 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     | <a href="#">Bachelor of Business (Honours) in Accounting and Finance</a>                   | 1        | Elective |
| CW_BBHRM_B     | <a href="#">Bachelor of Business (Honours) in Human Resource Management</a>                | 1        | Elective |
| CW_HHIBU_B     | <a href="#">Bachelor of Business (Honours) in International Business</a>                   | 1        | Elective |
| CW_BBBBM_B     | <a href="#">Bachelor of Business (Honours) in Management</a>                               | 1        | Elective |
| CW_BBSCM_B     | <a href="#">Bachelor of Business (Honours) in Supply Chain Management</a>                  | 1        | Elective |
| CW_BBBUS_D     | <a href="#">Bachelor of Business in Business</a>   | 1        | Elective |
| CW_BBHRM_D     | <a href="#">Bachelor of Business in Human Resource Management</a>                          | 1        | Elective |
| CW_BBINB_D     | <a href="#">Bachelor of Business in International Business incorporating Double Degree</a> | 1        | Elective |
| CW_BPMKT_D     | <a href="#">Bachelor of Business in Marketing</a>  | 1        | Elective |
| CW_BBSCM_D     | <a href="#">Bachelor of Business in Supply Chain Management</a>                            | 1        | Elective |
| CW_BBBUS_C     | <a href="#">Higher Certificate in Business</a>   | 1        | Elective |