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| Module Title: | Communications |
| Language of Instruction: | English |
| Credits: | 5 |
| NFQ Level: | 6 |
| Module Delivered In | 1 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 | |
| <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 | Produce 'clean' and clear professional documents for business and academic purposes. |
| LO3 | Conduct research and attribute knowledge accurately |
| LO4 | Deliver presentations and be aware of non-verbal communication |
| Pre-requisite learning | |
| Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i> | |
| No recommendations listed | |
| Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i> | |
| No incompatible modules listed | |
| Co-requisite Modules | |
| No Co-requisite modules listed | |
| Requirements <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 | 15.00 | Week 6 |
| Portfolio | ePortfolio of Business documentation e.g. emails, business letters, etc. | 1,2 | 25.00 | Week 10 |
| Written Report | Written report based on research completed and showcasing clean and clear writing skills and an adherence to report writing protocols | 2,3 | 40.00 | Sem 1 End |
| Presentation | Presentation of report | 4 | 20.00 | 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 | | |
|----------------------------|------------------|--|
| <i>Workload Type</i> | <i>Frequency</i> | <i>Average Weekly Learner Workload</i> |
| Independent Learning Time | Every Week | 4.00 |
| Lecture | Every Week | 2.00 |
| Laboratory | Every Week | 1.00 |
| Total Hours | | 7.00 |

| Workload: Part Time | | |
|----------------------------|------------------|--|
| <i>Workload Type</i> | <i>Frequency</i> | <i>Average Weekly Learner Workload</i> |
| Lecture | Every Week | 1.50 |
| Independent Learning | Every Week | 5.50 |
| Total Hours | | 7.00 |

Module Delivered In

| Programme Code | Programme | Semester | Delivery |
|----------------|--|----------|----------|
| CW_BBPT_D | Bachelor of Business with Options in Management. International Business, Supply Chain Management, Marketing, Human Resource Management | 1 | Elective |