

<b>Module Title:</b>	Communications
<b>Language of Instruction:</b>	English
<b>Credits:</b>	5
<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>	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	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
<b>Pre-requisite learning</b>	
<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

#### 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**

<b>Workload: Full Time</b>		
<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

  

<b>Workload: Part Time</b>		
<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	<a href="#">Bachelor of Business with Options in Management. International Business, Supply Chain Management, Marketing, Human Resource Management</a>	1	Elective