

MODULE: **BUSINESS COMMUNICATONS**

CODE: **BABS-1-1-09**

Stage: I

Number of Credits: 4 semester credits / 6 quarter units

Theme: Business Environment

Assessment Weighting: 100% - Coursework

INTRODUCTION

This module is specifically designed to develop key communication skills necessary of today's business manager. Emphasis is placed on how to develop and enhance these skills both within an individual and group context. Ultimately, once these skills have been successfully acquired, it leads to greater personal and professional development.

AIMS

The aims of this module are:

To outline the concept of the communication process and how it can be effectively utilised to the benefit of an organisation

To enable the students to develop essential communication skills which are an essential component of the modern business environment

To give the students the opportunity to demonstrate communication skills that are required within an organisation

To develop the students interpersonal and team building skills in order to assist them in their personal and professional development

LEARNING OUTCOMES

On completion of this module, students will be able to:

Explain the key components of the communication process and discuss its importance within a business environment.

Identify and practice using essential communication skills to facilitate their educational and professional development.

Demonstrate how to use the various methods of communication that a business environment requires in order to communicate effectively.

Recognise the importance of developing their own interpersonal and team building skills in order to support their personal and professional development.

SYLLABUS

Communication and Organisations:

Introduction to Communication

Communication in Organisations

Marketing Communications

Telecommunications

Written Communication

Business Letters

Memoranda

Using E-Mail

Internal Company Documents

Reports/Press Releases

Oral, Visual and Non-Verbal Communication

Oral and Aural Communication

Designing and Delivery of Formal Presentations

Visual Communication Tools

Interpersonal Relations Within Business

Team and Team Development

Conflict in Business

Negotiating Skills

Time Management

Organising and Managing Effective Meetings

Types of Meetings

Purpose of Meetings

Meeting Preparation

Managing the Meeting

Communicating with Customers

Telephone Effectiveness

Handling Enquiries

Dealing with Difficult Situations

Sales Promotion

Applying Communication Skills in Interview Techniques

Curriculum Vitae Preparation and Presentation

Cover Letters and Job Applications

The Employment Interview
Job Specifications
Job Descriptions

Research and Study Skills
Effective Study Skills
Research Techniques
Assignment Presentation

TEACHING AND LEARNING METHODS

This module will be taught by means of formal lectures, guest lecturers and active participation during tutorials. Special emphasis will be placed on tutorial contact in order to facilitate active participation and continuous assessment of the student.

ASSESSMENT METHODS

The assessment will include written assignments, oral presentations, role-plays and team building exercises. The lecturer will guide the students on how to prepare and present their assignments and review their progress through continuous feedback.

Individual Presentation – 30%.

Meeting Skills - 15%

Interview Skills - 15%

Written Report - 20%

Group Presentation - 20%

PRIMARY READING LIST

Guide to Managerial Communication, Munter M, Pearson Education, sixth Edition, 2003.

Business Communication Today, Boree C, Thill J, Schatzman B, Pearson Education, Seventh Edition, 2003.

RECOMMENDED READING LIST

Guide to Presentations, Munter M & Russell L, Professional Development Company, Prentice Hall, 2002.

Public Speaking for College and Career, Gregory H, McGraw-Hill, Sixth Edition, 2002.

Guide to Meetings, Munter and Netaley, Prentice Hall, 2002.

Managing Information, IT for Business Processes, Wilson D, Butterworth-Heinemann, Third Edition, 2002.

E-mail: Communicate Effectively, Terminello V, Reed M, Prentice Hall, 2002