

MODULE:	BUSINESS COMMUNICATIONS
Semester:	I (Fall)
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

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.

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%