

MODULE: BUSINESS COMMUNICATONS

CODE: BAAF-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.

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

ASSESSMENT

Individual Presentation – 30%.
Meeting Skills - 15%
Interview Skills - 15%
Written Report - 20%
Group Presentation - 20%