

Module 6

6.6.1. Business Communications

Module title						Business Communications				
Module NFQ level (only if an NFQ level can be demonstrated)						6				
Module number/reference						AT06				
Parent programme(s)						Bachelor of Arts (Honours) in Accounting and Finance				
Stage of parent programme						Stage 1				
Semester (semester1/semester2 if applicable)						Semester 2				
Module credit units						ECTS				
Module credit number of units						10				
Duration of the module						One Academic Semester, 12 Weeks Teaching.				
Average (over the duration of the module) of the contact hours per week (see * below)						6				
Analysis of required learning effort										
Effort while in contact with staff										
Classroom and demonstrations		Mentoring and small-group tutoring		Other (specify)		Directed e-learning (hours)	Independent learning (hours)	Other hours (specify)	Work-based learning hours of learning effort	Total effort (hours)
Hours	Minimum ratio teacher/learner	Hours	Minimum ratio teacher/learner	Hours	Minimum ratio teacher/learner					
48	1:40	24	1:20				178			250
Allocation of marks (within the module)										
						Continuous assessment	Supervised project	Proctored practical examination	Proctored written examination	Total
Percentage contribution						100%				100%

Minimum intended module learning outcomes

On the successful completion of this module, students should be able to:

- MIMLO 6.1** Describe some of the key theoretical and methodological approaches that have influenced business communication and practice in the 20th and 21st centuries.
- MIMLO 6.2** Enumerate different methods of business and organisational communication and describe and analyse their purposes and principles.
- MIMLO 6.3** Show increased awareness of key ethical and cultural issues affecting business communication
- MIMLO 6.4** Demonstrate effective communication skills and evaluate the communication practices of themselves and others.

Module content, organisation and structure

Indicative Syllabus:

Introduction to Communication

- Defining Communication, Communication Models
- Barriers to effective communication
- Understanding Stereotypes & Cultural differences & their Effectives on Business activities
- Business Etiquette

Develop a comprehension of the different methods of organisational communication

- Organisational Communications:
 - Communication networks, structure, culture
 - Organisational structure, culture, grapevine
 - Formal, informal organisation
 - Business Ethics
 - Understanding your Audience
- Report Writing / Written Communication:
 - Business Letters, News Sheets, Memos
 - Formal Reports, Questionnaires
 - Assignments, content, etiquette, style, presentation
- Meetings:
 - Procedures, roles, responsibilities, documents
 - Group Dynamics, Group Formation
 - Relationship Management
- Communication & Technology:

- Developments, influences
- Intranet / Extranet
- Social Media & Networking
- Corporate Communications
- Corporate Identity, Corporate Image
- Public Relations

Develop effective personal communication skills

- Determinants of individual behaviours and 'reception'
 - Personality
 - Perception
 - Attitudes
 - Cultural Differences
 - Emotional Involvement
- Personal Communication Skills
 - Speaking effectively, Assertiveness, writing concisely
 - Listening effectively, expressing ideas
 - Facilitating group discussion, working together
 - Providing appropriate feedback
 - Dealing with constructive and negative feedback
 - Negotiating & persuading
 - Perceiving nonverbal messages
 - Reporting information

Develop effective interpersonal and organisational communication skills

- 'Soft' Interpersonal Skills
 - Accepting responsibility
 - Developing rapport, being sensitive
 - Listening effectively, perceiving feelings, situations
 - Seek first to understand before being understood
 - Conveying feelings, providing support for others
- Non-Verbal Communication:
 - Kinesics & Non-Verbal influences on communication
 - Cultural influences Interviewing
- Management Skills
 - Managing groups, cooperating, sharing credit
 - Managing conflict, being assertive, enlisting help
 - Managing teams, delegating responsibility, delegating with respect
 - General and Human Resource Management
 - Effective communication Skills to motivate Employees
- Decision-Making
 - Decision making with others
 - Problem-solving
 - Consensus
- Selling ideas or products/services
 - Getting to 'yes'

Presentations – Personal Skills:

- Oral - delivery, Speech, Pronunciation, Pauses, Tone, address, skills and techniques, demonstration skills
- Structure – format and techniques
- Performance – audience participation and chairmanship
- Visual Aids – charts, whiteboard, overhead projector and Presentation Slides

The Employment Process / Job Search:

- Advertisement study
- C.V.
- Application Forms and Letters
- Interviews / Interview techniques
- Art of selling “oneself”
- Employers selection

Reading lists and other information resources

Title	Author	Publisher	Year
Essential:			
Effective Communication: 4 th Edition	N. Harvey	Gill & MacMillan	2014
Mastering Communication	N. Stanton	Palgrave MacMillan	2010
Communications for Business 4th Edition	McClave, H.	Gill and Macmillan	2009
Business Communication	Harley and Bruckmann	Routledge	2002
Recommended:			
English and Communications for Business Students	Scott	Gill and Macmillan	2002
This Business of Writing	Prone, T. Lyons, K.	Gill & MacMillan	2006
Business to Business Marketing Relationship Systems & Communications	Chris Fill	Prentice Hall	2005
People Skills	N. Thompson	Palgrave MacMillan	2015
Management	S. P. Robbins & M. Coulter	Pearson	2016

REFERENCES:

Journals:

Journal of Business Communication
Journal of Management
Journal of Innovation
Journal of European Industrial Training
Human Resource Management Journal