

Module Title: Academic and Personal Development	Level: 4	Credit Value: 20
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Module code: BUS406	Cost Centre: GAMG	JACS2 code: N800
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Semester(s) in which to be offered: 1 & 2	With effect from: Sept 2009
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<b>Office use only:</b> To be completed by AQSU:	Date approved: September 2009 Date revised: February 2013 Version no: 2 (to incorporate BA (Hons) ITM)
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Existing/New: Existing	Title of module being replaced (if any): N/A
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Originating Department: Business & Management	Module Leader:
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Module duration (total hours): 200 Scheduled learning & teaching hours: 50 Independent study hours: 150  Placement hours: None	Status: core/option/elective (identify programme where appropriate):  Core
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Percentage taught by Departments other than originating Department (please name other Departments): None
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Programme(s) in which to be offered:  BA (Hons) Business and Events Management BA (Hons) Business Management BA (Hons) Business Marketing BA (Hons) Business Accounting FdA Business Management FdA Business Management with Accounting FdA Business Management with Marketing FdA Festival and Events Management BA (Hons) International Tourism Management	Pre-requisites per programme (between levels):  None
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## Module Aims

1. This module is intended to develop the study, communication and information technology skills necessary for effective and independent study in higher education.
2. To enable the student to make an appropriate selection of software packages, and to provide knowledge of the relevant features of those packages in order to carry out particular business tasks.

## Expected Learning Outcomes

At the end of this module, students should be able to:

Knowledge and Understanding:

1. Develop and apply a range of study skills to underpin personal and academic development
2. Use communication techniques for a range of purposes and audiences.
3. Use the internet to retrieve information and understand the procedures for creating a web page
4. Use appropriate software to carry out business tasks: produce professional business documents, develop a business presentation and create simple spreadsheet data models

Transferable/Key Skills and other attributes:

Communication (oral and written)

Self-management,

Reflection, learning to learn, research skills

Communication Information technology for business purposes

Numerical techniques

Cognitive skills of analysis and synthesis

Assessment: please indicate the type(s) of assessment (eg examination, oral, coursework, project) and the weighting of each (%). **Details of indicative assessment tasks must be included.**

Assessment 1 will take place early in the module and will be dedicated to the task of researching information and presenting a report or account to develop written communication.

Assessment 2 will be a compilation of IT tasks needed for business.

Assessment 3 will involve the development of a portfolio (electronic or paper-based) which will contain an analysis of skills development, work related activities, reflective log, PDP records and digital media. The student will be able to use this paper or web based resource to utilise during their time at university as an aid to assist in their lifelong learning activities.

Assessment	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count or equivalent if appropriate
1	2	Research task to produce written report	30%		1000
2	3 & 4	IT assignment where student demonstrates a range of digital skills	35%		1000 plus spreadsheet applications
3	1	Portfolio of skills analysis, reflective log and PDP	35%		2000 or equivalent

### Learning and Teaching Strategies

The teaching strategy for this module involves a variety of approaches: there will be a core of formal lectures, used to deal with concepts and information, tutorial workshops to discuss the development of skills and practical applications and there will be IT laboratory sessions to develop the students' skill in the use of computer applications.

### Syllabus outline

Introduction to online resources and university intranet  
 Research skills: finding information from a range of written and on-line sources.  
 Harvard Referencing and the use of Turnitin  
 Writing for academic purposes; planning , shaping, producing, style  
 Report writing for business  
 Other business communication formats  
 Presentations: preparation ,structure, delivery visual aids question handling  
 Using word-processing to create business documents - letters, newsletters, mail merge  
 Use of Powerpoint presentation package  
 Creating web pages  
 Charts, formulae and data modelling on Spreadsheets  
 Self assessments of personal study skills  
 Personal Development Planning (PDP)  
 Reflective writing  
 Construction of a portfolio (electronic or paper based)

### Bibliography

#### Recommended reading:

Barras, R. (2005) *Students must write: A guide to better writing in coursework and examinations*, Routledge  
 Burns, T. and Sinfield, S. *Essential Study Skills: the complete guide to success at university (2<sup>nd</sup> edn)* London, Sage  
 Clarke, A. (2005) *IT Skills for Successful Study*, Basingstoke, Palgrave  
 Cottrell, S (2008) *The Study Skills Handbook (3<sup>rd</sup> edn)*, Basingstoke: Palgrave  
 Cottrell, S. (2003) *Skills for Success: The Personal Development Planning Handbook*,

Cox, J. and Preppernau, C.F.J. (2007) *Microsoft Office Home and Student 2007 Step by Step*, Microsoft Press

McClave, H.J. (2008) *Communication for Business (4<sup>th</sup> edn)* Gill & Macmillan

Taylor, S. (2005) *Communication for Business: A Practical Approach*, Harlow, Pearson Education

Wang, W. (2006) *Office 2007 for Dummies*, Wiley, J. & Sons