Module specification

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Module code	BUS394
Module title	Communication
Level	3
Credit value	30
Faculty	Bloomsbury Institute: School of Business and Accounting
Module Leader	Elizabeth Hollis-Watts
HECoS Code	100078
Cost Code	GAMG

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Business Management with Foundation Year	Core
BA (Hons) Business Management (Marketing) with Foundation Year	Core
BA (Hons) Business Management (Entrepreneurship) with Foundation Year	Core
BA (Hons) Business Management (Human Resource Management) with Foundation Year	Core
LLB (Hons) Law and Legal Practice with Foundation Year	Core
BSc (Hons) Accounting & Finance with Foundation Year	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	66 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	**66** hrs

Learning and teaching hours	66 hrs
Placement / work based learning	0 hrs
Guided independent study	234 hrs
Module duration (total hours)	300 hrs

Module aims

This module educates students in the relevant communicative skills which will enable them to make a success of their studies and professional lives. The module is structured around the following communicative sets skills: employability, data presentation and analysis, presentation skills, and digital soft skills. Once students have learned how to write a professional CV and conduct themselves in a job interview, students will go on to process primary and secondary data and use it while producing a website.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Outline and apply the key skills required to gain employment and perform in a professional environment.
2	Process raw data and perform basic forms of data analysis.
3	Present ideas in a cohesive and creative format.

Assessment

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Indicative Assessment 1: will take a form of a mock job interview (8 minutes) for a job of students' choice for which they a required to submit a relevant CV.

Indicative Assessment 2: will take a form of a website for a small organisation which has been justified by research including charts and analysis (equivalent to 1,500-words).

Indicative Assessment 3: will take a form of group project preparing a website for a 'launch event' (700 words equivalence).

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1	Oral Assessment	30

2	2	Project	50
3	3	Group Project	20

Derogations

None.

Learning and Teaching Strategies

The module will be completed over one term.

Students will undertake 2-weeks of pre-reading and online activities.

The module is taught through weekly 2-hour lectures, 2-hour seminars and 2-hour workshops.

Lectures provide a broad outline structure for each topic to be covered. Lectures offer a good way of covering a lot of information and, more importantly, of conveying ideas to many people at once.

Seminars enable students to undertake directed self-study and to answer questions and solve problems which are set by the lecturer. Students will present their answers and solutions within the seminar group. Seminars enable students to explore further the topics introduced in the lectures.

Workshops follow on from lectures and seminars. They are designed to enable students to work within a small group to perform set tasks (e.g. working on an exercise or case study). They reinforce proactive learning by providing opportunities for discussion and interaction.

The seminar/workshop groups are small, thereby enabling students to develop a deep understanding.

Student digital literacies are developed on this module through the use of:

- Online libraries and databases for gaining access to full-text journal articles and eBooks.
- Communication means provided through the VLE and learning technology applications.
- Online group-work, for planning, developing, improving, submitting and reflecting on collaborative work completed as part of the module.
- Assessment and feedback tools such as Multiple Choice Tests/Quizzes, Turnitin and the VLE's Gradebook – enabling timely and detailed feedback on student work.
- Web-based Office 365.
- Website design tools.

Indicative Syllabus Outline

- Data handling
- Data analysis
- Building a website
- CV writing
- Interview skills
- Storytelling

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

Communication E-Text (an e-text with all the resources required to succeed on the module)

Other indicative reading

Barr, P. 2019, *Chapter 01: Communication skills,* Kogan Page Ltd, London.
Resources available from CMI Management Direct

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes
Engaged
Creative
Enterprising
Ethical

Key Attitudes
Commitment
Curiosity
Confidence
Adaptability

Practical Skillsets
Digital Fluency
Organisation
Leadership and Team working
Critical thinking
Emotional Intelligence
Communication