

## Module specification

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*Refer to the module guidance notes for completion of each section of the specification.*

Module code	BUS490
Module title	Introduction to Business Communication Skills
Level	4
Credit value	10
Faculty	FSLS
Module Leader	Robert Leigh
HECoS Code	100078
Cost Code	GDZB

## Programmes in which module to be offered

Programme title	Is the module core or option for this programme
Standalone module Affiliated to BA(Hons) Business for QAA purposes	Option

## Pre-requisites

None

## Breakdown of module hours

Learning and teaching hours	16 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	2 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
<b>Total active learning and teaching hours</b>	<b>18 hrs</b>
Placement / work based learning	0 hrs
Guided independent study	82 hrs
<b>Module duration (total hours)</b>	<b>100 hrs</b>

<b>For office use only</b>	
Initial approval date	28/09/2021
With effect from date	01/01/2022
Date and details of revision	
Version number	1

## Module aims

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The overall aim of this module is to introduce students to a structured approach to support individuals as they and their organisations traverse the current challenges of a rapidly changing business environment where business leaders are required to communicate effectively to avoid conflict and manager and agile organisational culture. This includes providing students with a practical toolkit and a range of techniques required to communicate more effectively with their key stakeholders.

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

1	Describe how to support individuals as they and their organisations traverse the current challenges of a rapidly changing business environment where business leaders are required to communicate effectively
2	Demonstrate knowledge and understanding of what the barriers are to great communication
3	Develop a range of tools and techniques required to communicate more effectively with their key stakeholders.
4	Evaluate the communication practices that are essential to effective business leadership

## Assessment

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### Indicative Assessment Tasks:

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.

Students will be required to complete an online discussion forum on each weekly topic. The forums will enable students to reflect and demonstrate their learning. The minimum expectation for the total word count is 2,000 words.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1-4	Coursework	100

## Derogations

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None

## Learning and Teaching Strategies

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This module will be delivered entirely online and the learning and teaching strategies will be accessible and wide-ranging in order to cater for a diverse audience. It is anticipated that content will take the form of recorded lectures, supporting signposts to learning materials such as links to videos, a moodle book if appropriate and further reading, asynchronous tutorials via discussion forums and live dialogic forums to stimulate thinking. Students will be expected to engage with all content.

The delivery for the four week short course will include:

- 1 x recorded lecture per week
- Supporting signposts to learning material on Moodle, such as links to videos (e.g. TED talks),
- A study guide if appropriate and further reading
- Material to support the delivery of 3 x Asynchronous tutorials
- Delivery of 1 x 2hr Dialogic forums

## Indicative Syllabus Outline

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Indicative topics for this module's syllabus include:

- Introduction to Business Communications
- The art of collaboration and teamwork: Emotional intelligence and awareness
- Social and public communication: Public speaking, presentation skills and corporate communications
- Written communication and reading between the lines

## Indicative Bibliography:

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

### Essential Reads

FitzPatrick, L. and Dewhurst, S. (2019) *Successful Employee Communications A Practitioner's Guide to Tools, Models and Best Practice for Internal Communication*. Kogan Page

### Other indicative reading

Cornelissen, J. (2020) *Corporate Communication: A guide to theory and practice* (6<sup>th</sup> Edition). Sage Publications Ltd.

## **Journals**

Academy of Management Journal  
European Journal of Work and Organizational Psychology  
Human Resource Management Journal  
Organization Studies

## **Websites**

<https://www.mckinsey.com>  
<https://hbr.org/>  
<https://www.cipd.co.uk/>  
<https://www.forbes.com>

## **Employability skills – the Glyndŵr Graduate**

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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  
Enterprising  
Creative  
Ethical

### **Key Attitudes**

Commitment  
Curiosity  
Resilience  
Confidence  
Adaptability

### **Practical Skillsets**

Digital Fluency  
Organisation  
Leadership and Team working  
Critical Thinking  
Emotional Intelligence  
Communication

