

Module specification

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Module code	BUS496
Module title	Business Communication Skills
Level	4
Credit value	20
Faculty	SLS
Module Leader	Ioannis Zisis
HECoS Code	100079
Cost Code	GAMG

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Business and Management	Core
BA (Hons) Accounting and Finance Management	Core
BA (Hons) International Business.	Core
BA (Hons) Marketing and Business.	Core
BA (Hons) Business and Human Resource Management.	Core
BA (Hons) International Tourism and Hospitality Management	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	36 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	36 hrs
Placement / work based learning	0 hrs
Guided independent study	164 hrs
Module duration (total hours)	200 hrs

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Initial approval date	November 2021
With effect from date	September 2022
Date and details of revision	
Version number	1

Module aims

The module aim is to recognize the importance of effective integrated internal and external communications in building sustainable relationships and delivering customer value. Students will also learn how to communicate effectively in a business and academic settings understanding the fundamentals of presentation skills, written communication and professional communication.

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

1	Use communication techniques for a range of purposes and audiences.
2	Use appropriate software to carry out business tasks; produce professional business documents and develop a business presentation.
3	Identify the role and benefits of internal communications in developing cross-functional relationships, customer focus and internal marketing in commercial and non-profit sector organisations.
4	Identify models of communication, involving message framing, emotional and informational appeals to purchase decision-making and campaign planning.
5	Create effective communications to deliver value to customers via an understanding of brand building.

Assessment

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.

Indicative Assessment One: For Assessment One students will be required to complete a number of weekly tasks related to the teaching. These completed tasks will then be collated in the form of a portfolio for final submission. (Word count – 1500 - 2000)

Indicative Assessment Two: Students in pairs or small groups are required to produce a group research report to include completing a presentation evaluating the key concept of business communication whether this be internal/external. (Word count - 1500 & 10 min presentation)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1.2	Portfolio	40%
2	3,4,5	Presentation	60%

Derogations

None

Learning and Teaching Strategies

This module will be delivered using a combination of lead lectures, group tutorials, student led discussion, practical exercises, directed and self-directed study.

Indicative Syllabus Outline

Learning outcomes 1 & 2

1. How do you communicate yourself as a brand/ambassador or representative?
Analysis and evaluation of current skills and diagnostic of future career pathway. For example: importance of time management, how to prioritise workloads, developing CVs, learning to learn etc
2. Types of internal/external/social/formal communications and the skills required for effective delivery. Mapping the skills gap to your development plan.
3. The academic communicator, writing, reports and referencing your research/opinions.
4. Using communication as an effective tool for success – examples: mute debate, problem solving activities, evaluating case studies, research and presentations

Learning outcomes 3, 4 & 5

5. Communication in work: employee engagement through communication, charity work, projects, training and development
6. Employee and consumer psychology when using message framing and emotional marketing to encourage decision making for example, support, team work or purchase decision making
7. Internal and external voice – using the feedback loop of communication for employee/project or company development
8. Case study – what brands get communication “right” – the importance of brand for different service and product sectors

Indicative Bibliography:

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

Essential Reads

Cameron, S. (2021). *The Business Student's Handbook: Skills for Study and Employment*. 7th ed. Harlow: Pearson.

Other indicative reading

Textbooks

Cameron, S. (2021). *The Business Student's Handbook: Skills for Study and Employment*. 7th ed. Harlow: Pearson.

Atkinson, I. (2012), *The Financial Times Essential Guide to Business Writing: How to Write to Engage, Persuade and Sell*. Harlow: Pearson.

Bullard, R. (2015), *Business Writing Tips: For Easy & Effective Results*. Oxford: Perfect Text.

Hartley, P. (2015), *Business Communication: Rethinking Your Professional Practice for the Post-digital Age*. 2nd ed. London: Routledge.

Roche, M. (2019), *Business English Writing: Advanced Masterclass- How to Communicate Effectively & Communicate with Confidence: How to Write Emails, Business Letters & Business Letters*. [no place]: Business English Originals.

Journals

Journal of Marketing

Journal of Marketing Communications

Journal of Integrated Marketing Communications

Websites

www.managers.org.uk – Chartered Management Institution

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
Ethical

Key Attitudes

Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets

Digital Fluency
Organisation
Leadership and Team working
Critical Thinking
Communication