

Module specification

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Module code	ONL402
Module title	Business Communication Skills
Level	4
Credit value	20
Faculty	Social and Life Sciences
Module Leader	Harry Houlden
HECoS Code	100079
Cost Code	GABP

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) Management, Accounting and Finance	Core
BBA (Hons) Business Administration	Core

Pre-requisites

Students must have studied ONL405 Introduction to Management and Business before commencing this module.

Breakdown of module hours

Type of module hours	Amount
Learning and teaching hours	20 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	180 hrs
Placement / work based learning	0 hrs
Guided independent study	0 hrs

Type of module hours	Amount
Module duration (total hours)	200 hrs

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Initial approval date	12/08/2020
With effect from date	04/01/2021
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	Demonstrate communication techniques for a range of purposes and audiences in a business setting.
2	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.
3	Identify models of communication, involving message framing, emotional and informational appeals to purchase decision-making and campaign planning.
4	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 - Journal review: Students will be required to select and research an academic journal of their choosing relating to business. The journal must be

academic in nature and be referenced correctly in the Harvard referencing system. (500 words +/- 10%)

Indicative Assessment Two - Poster: Students will create a poster on a company of their choosing outlining how it communicates to both external and internal stakeholders. (NOTE: This is not a presentation of the poster and students will be assessed on the content alone.) (500 words +/- 10%)

Indicative Assessment Three - Report: Students will complete a report on a company on their chosen company. The report should include and describe three communication methods with external stakeholders. (1000 words +/- 10%)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1	Written Assignment	25%
2	4	Presentation	25%
3	2,3	Written Assignment	50%

Derogations

None

Learning and Teaching Strategies

The overall learning and teaching strategy is one of guided independent study, in the form of distance learning requiring ongoing student engagement. On-line material will provide the foundation of the learning resources, to support a blended approach, requiring the students to log-in and engage on a regular basis throughout the eight-week period of the module. Three assessments will be employed for this module which will enable the students to apply their skills in a variety of formats – namely through learning logs/journals, a poster presentation and a report, in order to give the students a practical application of their knowledge.

There will be a mix of recorded lectures and supporting notes/slides, containing embedded digital content and self-checks for students to complete as they work through the material and undertake the assessment tasks. The use of a range of digital tools via the virtual learning environment together with additional sources of reading will also be utilised to accommodate learning styles. There is access to a help-line for additional support and chat facilities through Canvas for messaging and responding.

Indicative Syllabus Outline

Students will be introduced to basic academic concepts such as referencing, time management and writing skills in establishing a strong foundation for the duration of their studies. Later, students will be introduced to key concepts in communication and how it can differ between business stakeholders. Additionally, the course will also consider concepts such as the ethics of communication, marketing, and effective communication in practice.

Indicative Bibliography:

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

Essential Reads

Cameron, S. (2016). *The Business Student's Handbook: Skills for Study and Employment*, 6th Edition, Pearson.

Other indicative reading

Text Books

CreativeCloud Publications, (2020). *Full Student Guide to the Harvard Referencing Style: Easy Harvard Formatting Step by Step*, Student Guides Series, Volume 8.

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

Hartley, P. (2015) *'Business Communication'*, 2nd Edition, Routledge.

Mittelstaedt, M. (2019) *Marketing Management: Marketing made simple - Essentials of Marketing*.

Journals

Harvard Business Review

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. [Click here to read more about the Glyndwr Graduate attributes](#)

Core Attributes

Engaged

Creative

Key Attitudes

Curiosity

Confidence

Adaptability

Practical Skillsets

Digital Fluency

Organisation

Communication