

<b>Module code:</b> MOD003313	<b>Version:</b> 3 <b>Date Amended:</b> 05/Dec/2013
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<b>1. Module Title</b>
Business Communications

<b>2a. Module Leader</b>	<b>2b. Department</b>	<b>2c. Faculty</b>
Null	Department of Leadership and Management	Lord Ashcroft International Business School

<b>3a. Level</b>	<b>3b. Module Type</b>
3	Standard (fine graded)

<b>4a. Credits</b>	<b>4b. Study Hours</b>
15	150

<b>5. Restrictions</b>			
<b>Type</b>	<b>Module Code</b>	<b>Module Name</b>	<b>Condition</b>
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Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
<b>Courses to which this module is restricted:</b>			

**LEARNING, TEACHING AND ASSESSMENT INFORMATION**

<b>6a. Module Description</b>
This module is designed to maximize each student's ability to benefit from his or her university experience and focuses on enhancing writing skills that can be directly applied in the classroom as well as on the job. In this instructor led yet seminar format you will learn and practice writing techniques that are effective in typical business situations. A formal business report and a portfolio that includes an application letter and resume are required. You will also write a variety of business letters with emphasis on expressing ideas effectively to achieve specific purposes. Throughout this module you will amplify, enhance, and extend your skills in business writing. Emphasis is placed on clearness, conciseness, coherence, correct word choice, correct number usage, spelling, punctuation, and capitalization. Included are time management, collaborative learning, teamwork strategies, research and study skills, conflict resolution, personal financial management, and professional development.

<b>6b. Outline Content</b>
1) Business Communication Skills - an Overview 2) The Business Letter 3) Employment Correspondence 4) Internal Communications 5) Effective Writing For The Workplace 6) Publicity and Press Releases 7) Meetings 8) Non-Verbal Communication 9) Communication Technology 10) Public Speaking 11) Expectations, Information and Choices 12) Manage Your Time 13) Concentration and Memory 14) Managing Your Stress and Anxiety 15) Listening to Lectures 16) Note Taking 17) Reading Your Textbooks Effectively and Efficiently 18) Working In Groups 19) Discussion Skills for Tutorials and Seminars 20) International Students and Cultural Adjustment

<b>6c. Key Texts/Literature</b>
Key Text: Thomas L. Means, Business Communications, 1st Edition, 2010, South-western Publishing Co., ISBN10: 0538449470 Additional Reading/Resources: Electronic Resources associated with the textbook, Articles posted on the VLE by the Instructor.
<i>Last Updated:</i>

<b>6d. Specialist Learning Resources</b>
None

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Understand the differences between primary, secondary, and tertiary research.
2	Intellectual, practical, affective and transferrable skills	Take effective notes from an oral lecture and produce letters for different situations including an application and resume.
3	Knowledge and Understanding	Manage their academic time effectively and set themselves an effective study pattern.
4	Intellectual, practical, affective and transferrable skills	Develop a range of skills such as interviewing, presenting ideas, listening and interpreting instructions.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2016/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	12	1-4	3 hours weekly, delivered through lectures and tutorials (12 hours of lectures + 24 hours of tutorials), or equivalent.
Other teacher managed learning	24	1-4	3 hours weekly, delivered through lectures and tutorials (12 hours of lectures + 24 hours of tutorials), or equivalent.
Student managed learning	114	1-4	114 hours during the study period of tutor led and/or individual focussed study including reading, exercises, case studies and library research.
TOTAL:	150		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	100 (%)	Fine Grade	30 (%)
Details:	Final written project 3000 words				
<b>Final written project 3000 words</b>					

In order to pass this module, students are required to achieve an overall mark of 40%.  
 In addition, students are required to:  
 (a) achieve the qualifying mark for each element of fine graded assessment of as specified above  
 (b) pass any pass/fail elements