

# Module Documentation



**COMM06002**

Business Communications

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# COMM06002

## Business Communications

Short Title	Business Communications		
Full Title	Business Communications		
Attendance	N/A	Discipline	090 PERSONAL DEVELOPMENT(COMM)
Coordinator	Evelyn Moylan	Department	Business
Official Code	COMM06002	NFQ Level	06
		ECTS Credit	05

### Module Description

This module introduces students to the principles of Business communications. It will enable students to develop key communication skills, oral, non-verbal and written to assist them to communicate effectively in business settings. Students will be able to identify, communication patterns that lead to effective communication; patterns that create barriers to good communication, and explore strategies to reduce or eliminate barriers to effective communication.

### Learning Outcomes

*On completion of this module the learner will/should be able to*

1. select and apply specific communication skills to meet the demands of the business micro and macroenvironment
2. plan, design and deliver effective oral presentations, using appropriate medium for current business practices.
3. produce professional documentation following accepted conventions of design, structure and content which is grammatically and technically correct
4. demonstrate an understanding and have the skills to communicate and operate effectively in a co-operative working environment
5. discuss contemporary communication issues and their impact on communication processes in organisations

### Teaching and Learning Strategies

The module will be delivered by a combination of lectures and tutorials. Students will be encouraged to actively participate in this module through the use of short case studies, class discussions, individual presentations, group work, role-play / behavioural training.

### Assessment Strategies

This module will be assessed by 100% Continuous Assessment, the nature and timing of which will be at the discretion of the lecturer, in agreement with the Programme Board.

### Repeat Assessment Procedures

The structure of the repeat assessment will be at the discretion of the lecturer in agreement with the Programme Board, taking into consideration the requirement to fulfill all of the learning outcomes for this module.

### Assessment Facilities

Access to groupwork rooms during tutorials

### Module Dependencies

#### Prerequisite Modules

None

#### Corequisite Modules

None

#### Incompatible Modules

None

### Indicative Syllabus

**Introduction to Communications (25%);**The communication cycle, interpersonal communication, effective communication, barriers to communication, oral and aural communication, non-verbal communication, perception.

**Presentation Skills (25%);** stages in structuring, preparing and delivering presentations, common mistakes in presentations, use of various visual aids and multimedia.

**Business & Technical Documentation & Professional Communication Skills;(25%)** layout, formatting and production of a range of generic business documentation including reports, letters, documents required for meetings, role of committee members, memoranda and e-mail and other industry specific documentation as appropriate.

**Co-operative Working Environments;(15%)** Structure of groups. group development, conformity and groupthink, groups to teams, team roles, communication in teams, stages in group formation,gender communications, intercultural communications.

**Contemporary Issues in Business/Organisational Communications Environments;(10%)**and their implications for individual and organisational communications

### CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment	100 %
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### Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Multidisciplinary Individual Project	1,2,3,5	50	OnGoing

Multidisciplinary Group work	2,3,4	50	OnGoing
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#### End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
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#### ACCS Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

#### Open Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

#### Distance Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

#### Part Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

#### Full Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Workshop	Not Specified	Multidisciplinary Workshop	2	Weekly	2.00
Lecture	Not Specified	Lecture	1	Weekly	1.00

Total Average Weekly Learner Workload 3.00 Hours

#### Online Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Total Average Weekly Learner Workload 0.00 Hours					
Module Resources					
Module Book Resources					
Module Alternate Book Resources					
None					
Module Other Resources					
None					
Module URLs					
None					
Additional Information					
None					
ISBN BookList					
Book Details					
Joseph A. DeVito 2013 <i>The Interpersonal Communication Book 13th Edition</i> By Joseph A. DeVito (2012, Paperback) Pearson Education Limited ISBN-10 1292025166 ISBN-13 9781292025162					
Gill Hasson 2012 <i>Brilliant Communication Skills: What the best communicators know, do and say (Brilliant Business)</i> FT Press ISBN-10 0273761749 ISBN-13 9780273761747					
Geoffrey Tumlin 2013 <i>Stop Talking, Start Communicating: Counterintuitive Secrets to Success in Business and in Life, with a foreword by Martha Mendoza</i> McGraw-Hill ISBN-10 0071813047 ISBN-13 9780071813044					
Arthur Samuel Joseph 2013 <i>Vocal Power: Harness Your Inner Voice to Conquer Everyday Communication Challenges, with a foreword by Michael Irvin</i> McGraw-Hill ISBN-10 0071807756 ISBN-13 9780071807753					
Henry J. McClave <i>Communication for Business</i> Gill & Macmillan ISBN-10 0717144550 ISBN-13 9780717144556					
Approval Information					
School Approval by		Deirdre Lusby on 25-03-2015			
Academic Council on		01-04-2015			
Programme Membership					
Code	Intake Year	Programme Title			
GA_BINAG_H08	201500				

		Bachelor of Arts (Honours) in Information Systems Management
GA_BBUAG_H08	201500	Bachelor of Business (Honours)
GA_BBENG_H08	201500	Bachelor of Business (Honours) with Entrepreneurship
GA_BBUSG_B07	201500	Bachelor of Business
GA_BBUSI_C06	201500	Higher Certificate in Business
GA_BMASG_B07	201500	Bachelor of Business in Marketing and Sales
GA_BFING_H08	201500	Bachelor of Business (Honours) in Finance and Economics
GA_BWITH_H08	201500	Bachelor of Business (Honours) with a European Language
GA_BBENG_B07	201500	Bachelor of Business with Entrepreneurship
GA_BFING_B07	201500	Bachelor of Business in Finance
GA_BMASG_H08	201500	Bachelor of Business (Honours) in Marketing and Sales
GA_BHUMA_B07	201500	Bachelor of Business in Human Resources
GA_BWITH_B07	201500	Bachelor of Business with a European Language
GA_BHUMA_H08	201500	Bachelor of Business (Honours) in Human Resources
GA_BADIG_B07	201500	Bachelor of Business in Administration and Information Systems
GA_BBISG_H08	201500	Bachelor of Science (Honours) in Business Information Systems
GA_BBISG_B07	201500	Bachelor of Science in Business Information Systems