

Full Title	Communication and Professional Development		
Status	Uploaded to Banner	Start Term	2018
NFQ Level	07	ECTS Credits	05
Module Code	WORK07011	Duration	36 Weeks - (36 Weeks)
Grading Mode	Numeric	Department	Mechanical & Industrial Eng
Module Author	Peter Butler		

Module Description

This module is designed to equip the learner with personal and professional communication skills in order to effectively create and share accurate information in a sensitive manner to co-workers, colleagues and customers. The learner will undertake an industry work placement in a professional working environment for 400 hours. The placement programme will enable the learner to develop an awareness of the working environment and to utilise theoretical knowledge and practical skills gained in their studies.

The module combines a course start and end workshop, weekly online learning through videos and discussions groups and a high level of self-learning. Time allocation is given for the online delivery as well as support and monitoring of the learning.

Learning Outcomes

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

1. Apply the skills necessary for the successful practice of written, oral and non-verbal communication within a professional context;
2. Recognise how his / her interpersonal skills and professionalism are perceived by and impact upon customers and colleagues, focusing on teamwork and usage of problem solving techniques / negotiation skills;
3. Determine the crucial elements of working within culturally diverse and inclusive settings and demonstrate an appreciation of conflict management skills;
4. Recognise importance of teamwork as part of a total quality management approach to improve quality and performance to meet customer needs and expectations
5. Identify how work is planned and organised at different levels within the organisation;
6. Contribute effectively to the business organisation, working professionally at a level commensurate with fulltime employment in a first post;
7. Critically reflect upon his/her own application of theoretical knowledge and practical skills based on personal performance during the professional work placement.

Indicative Syllabus

Introduction to Communication

- The process of communication
- Professional communication within organisations
- Networking on-line and in person
- Overcoming barriers to communication
- The importance of Nonverbal communication
- Effective Listening

Written Communication

- Letter writing- personal and business
- Emails
- Reports
- CVs and job application

Communication Technology

- The Telephone
- The Internet and Social Media
- E communication

Customer Care

- Identify Customer Expectations
- Diversity of customer expectations
- Causes of service breakdown
- Customer defection
- Encouraging customer complaints
- Service recovery process

Preparation for Work

- Employer and employee expectations
- Professional attitude and conduct
- Professional and personal presentation
- Personal skills for coping with life and work
- Team work and organisational skills
- Working in a multi-cultural environment

Preparation for Work Experience

- Drafting a CV
- Interview preparation and techniques
- Developing a career plan
- Learning through reflection
- Conducting research on the industry, the job market and prospective employers

Teaching and Learning Strategy

The module combines a course start and end workshop, weekly online learning through videos and discussions groups and a high level of self- learning. Time allocation is given for the online delivery as well as support and monitoring of the learning.

Assessment Strategy

Students will be required to complete written assessments in preparation for work experience, secure and complete a work placement, and complete a reflective work placement journal.

Repeat Assessment Strategies

Students will be required to re- submit the reflective work placement journal after having successfully completed the work placement hours.

Indicative Coursework and Continuous Assessment:		100 %		
<i>Form</i>	<i>Title</i>	<i>Percent</i>	<i>Week (Indicative)</i>	<i>Learning Outcomes</i>
Individual Project	Powerpoint Presentation & Recorded Video	65 %	OnGoing	1,2,3,4,5,6,7
Individual Project	Three month Journal documenting learnings in workplace	35 %	TBA	1,2,3,4,5,6,7

Blended Delivery Mode Average Weekly Workload:			1.22 Hours		
<i>Type</i>	<i>Description</i>	<i>Location</i>	<i>Hours</i>	<i>Frequency</i>	<i>Weekly Avg</i>
Online Learning	Online Delivery	Not Specified	1	Weekly	1.00
Placement	Work-based learning	Not Specified	400	Once Per Module	11.11

Practical	Workshops	Flat Classroom	8	Once Per Module	0.22
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Recommended Reading Book List

Stanton, N., *Mastering Communication (Palgrave Master Series)*. Palgrave Macmillan.
ISBN 0333665090 ISBN-13 9780333665091

Devito, A., (2012). *The Interpersonal Communication Book*. Pearson Education.
ISBN 0205251986 ISBN-13 9780205251988

Cottrell, S., (2003). *Skills for Success: The Personal Development Planning Handbook (Palgrave Study Guides)*. Palgrave Macmillan.
ISBN 1403911320 ISBN-13 9781403911322

Harvey, N., (2014). *Effective Communication*. Gill & Macmillan Ltd.
ISBN 0717159760 ISBN-13 9780717159765

(2010). *Online Communication and Collaboration: A Reader*. Routledge.
ISBN 0415564786 ISBN-13 9780415564786

Hargie, O., (2010). *Skilled Interpersonal Communication: Research, Theory and Practice, 5th Edition*. Routledge.
ISBN 0415432030 ISBN-13 9780415432030

, B., (2009). *Business Communication Today*. TBS.
ISBN 0132464586 ISBN-13 9780132464581

Hudson, S., (2012). *Customer Service in Tourism and Hospitality*. Goodfellow Publishers.
ISBN 1908999349 ISBN-13 9781908999344

Daffy, C., (2011). *Once a Customer, Always a Customer*. Oak Tree Press.
ISBN 186076164X ISBN-13 9781860761645

Journal Resources

Online Resources

www.mindtools.com

www.failteireland.com

www.linkedin.com

Programme Membership

GA_EMANG_B07 201800 Bachelor of Engineering in Manufacturing Engineering (Part-time)