Liverpool John Moores University

Title:	COMMUNICATIONS
Status:	Definitive
Code:	**4000BUSCO** (116973)
Version Start Date:	01-08-2017

Owning School/Faculty: Academic Portfolio
Teaching School/Faculty: Academic Portfolio

Team	Leader
Mike Swain	Y

Academic Level:	FHEQ4	**Credit Value:**	24	**Total Delivered Hours:**	73
Total Learning Hours:	240	**Private Study:**	167		

Delivery Options
Course typically offered: Standard Year Long

Component	Contact Hours
Workshop	73

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Portfolio		90	
Self Awareness Statement	Reflection		10	

Aims

Building on the student's existing experience of communication allowing them to understand the range of possibilities and tools for communication in the academic, business and personal contexts. To develop the ability to select the appropriate mode of communication for the specific context in which communication is required.

Learning Outcomes

After completing the module the student should be able to:

1 Understand the importance of effective communication in business
2 Understand basic principles of communication theory and apply them in business communication
3 Develop an awareness of the impact of cultural difference on communication
4 Use appropriate software to produce documentation for formal written and verbal communication
5 Use a simple report format to present business information
6 Develop an understanding of the range of possible styles and formats for business and personal writing
7 Evidence a commitment to improving their communication skills through reflection on their own development
8 Identify and reflect upon the following aspects of personal development: strengths and weaknesses, motivations and values, ability to work with others

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Portfolio   1   2   3   4   5   6   7

Reflection   8

Outline Syllabus

Communication in theory and practice
Communication and audience – business and personal
Software to support business communication
Verbal communication
Written communication
Communication and cultural difference

Learning Activities

An appropriate mix of lectures, tutorials and workshops to keep the emphasis on the applied nature of the material being covered.

Notes

This module serves as an introduciton to the range of communication skills required for both the academic and business components of the wider programme