Liverpool John Moores University

Title: INTRODUCTION TO COMMUNICATION THEORY
Status: Definitive
Code: **4027BUSIS**   (108199)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team		Leader
Elaine Ansell		Y

Academic Level: FHEQ4   **Credit Value:** 12.00   **Total Delivered Hours:** 120.00

Total Learning Hours: 120   **Private Study:** 0

Delivery Options
Course typically offered: Semester 2

Component	Contact Hours
Lecture	4.000
Online	96.000
Workshop	20.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	presentation	40.0	
Report	AS2	eletronic communication	30.0	
Report	AS3	report	30.0	

Aims

To enable students to improve their ability to communicate effectively orally, in writing and using electronic media, in situations common to business and everyday environments.

Learning Outcomes

After completing the module the student should be able to:

1   demonstrate knowledge of communication theory
2   use non-verbal communication to improve communication in situations common in business
3   use appropriate techniques to assess and improve communication exchange
4   produce clearly written documentation
5   demonstrate ability in public speaking
6   use a range of electronic media to aid communication

Learning Outcomes of Assessments

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

CW   1   2   3   5   6

CW   1   2   3   6

CW   4

Outline Syllabus

Communication theory
Non-verbal communication in general and in business
business etiquette
cross-cultural communication
preparation for oral presentation and public speaking
clarity in written communication
using electronic media for communication (wikis, bogs, video-conferencing, web 2.0 etc.)

Learning Activities

Some key lectures with a range of workshop sessions to encourage an interactive learning environment

References

Course Material	Book
Author	Foster, DA
Publishing Year	2002
Title	Glogal etiqutte guide to Africa
Subtitle	
Edition	electronic
Publisher	Wiley

ISBN	

Course Material	Book
Author	Kolin, PC
Publishing Year	2002
Title	Successful writing at work
Subtitle	
Edition	
Publisher	Houghton Mifflin
ISBN	

Course Material	Book
Author	foster,J
Publishing Year	2001
Title	Effective writing skills for public relations
Subtitle	
Edition	
Publisher	Institute of Public Relations
ISBN	

Course Material	Book
Author	Sriramesh, K
Publishing Year	2003
Title	the global public relations handbook
Subtitle	
Edition	
Publisher	Lawrence Erlbaum Associates
ISBN	

Course Material	Book
Author	theaker, Alison
Publishing Year	2001
Title	The public relations handbook
Subtitle	
Edition	
Publisher	routledge
ISBN	

Notes

The module aims to introduce students to Communication theory, to raise their awareness of their own communication skills and how new media is making global communication quicker.
The module will also investigate the drawbacks and issues attached to new media, and their appropriate use.