

Liverpool John Moores University

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Title: COMMUNICATIONS AND PERSONAL DEVELOPMENT
Status: Definitive
Code: **4507CP** (103527)
Version Start Date: 01-08-2013

Owning School/Faculty: Arts, Professional and Social Studies
Teaching School/Faculty: Dublin Business School

Team	Leader
Alistair Beere	Y

Academic Level: FHEQ4
Credit Value: 20.00
Total Delivered Hours: 75.00
Total Learning Hours: 200
Private Study: 125

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	50.000
Tutorial	25.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Personal Development Journal Entry 1-4	40.0	
Presentation	AS2	Team Presentation	20.0	
Report	AS3	Group Report	30.0	
Report	AS4	Personal Communication Success Report	10.0	

Aims

*To provide a transition for learners to third-level education
To equip learners with the requisite academic and business writing skills*

To train learners to utilise college library and ICT resources
To engage learners in self-assessment of learning, problem-solving and communication
To enable learners to achieve effective participation in groups and multi-cultural teams
To provide learners with underpinning theories of communication
To relate learners' personal communication attributes to succeed in organisational and personal settings

Learning Outcomes

After completing the module the student should be able to:

- 1 Recognise personal learning styles and establish specific learning goals and strategies at third level
- 2 Write concisely in appropriate academic and business formats
- 3 Demonstrate reflection on personal learner attributes , communication skills and competencies
- 4 Gather and organise information to create a report using business etiquette and formats
- 5 Select and apply communication theory and practice to defined situations in groups and teams

Learning Outcomes of Assessments

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

ESSAY	1	2	4
PRESENTATION	4	5	
REPORT	1	4	5
REPORT	1	3	5

Outline Syllabus

1. *Organising and Preparing to Learn*
digital learning tools / using Moodle / ePortfolio (e.g. Mahara) / using blogs / student-instructor communication / DBS Assignment Planner / Online Databases / eBooks / library resources / lectures, tutorials & labs / outcomes of learning / assignments and exams / student responsibilities / lecturer expectations / ECTS / NFQ / support systems / prior-learning / grading criteria / feedback mechanisms
2. *Learning about Learning*
learning style theory & self-assessment / learning strategies / multiple-intelligences theory & self-assessment / psychological type theory and self-assessment / active and reflective learning / independent learning / the learning journal / research methods / problem-solving techniques / critical thinking
3. *Information Literacy & Academic Writing*

study skills / close reading skills / note-taking / using notes / academic propriety / referencing / features of academic writing / genres / writing assignments / developmental writing / professional writing/ constructing arguments / coherence / spelling and grammar/ using the assignment planner / using one-to-one Writing Centre support

4. Learning & Working in Teams

team & group theory / team development stages / team Roles and self-assessment / completing group assignments / active team membership / executing project plans / resolving conflicts / negotiating / giving and receiving feedback / accepting criticism

5. Communicating with Others

Communication styles theory and self-assessment/ listening skills / speaking skills / respecting diversity

6. Time Management & Stress Management

setting learning goals / the SMART system / work-life-study balance / seeking help / preparing for tests and exams / recognising stressors / avoiding stress and procrastination

7. Communication Theory

how we communicate/ communication models / overcoming barriers / successful intercultural communication / crafting the message / context / choosing the appropriate medium

8. Non-Verbal Communication (NVC)

proxemics / kinesics and non-verbal communication / non-verbal Communication in business presentations / cross-cultural issues

9. Communication in Organisations

communication and managers / communication and employees / communication and customers / communication and the public / communication networks / communication structure / organisational culture / role appropriate

10. Written Communication Skills

writing process / writing style / business report / report structure / executive summaries / introductions / recommendations and conclusions / document preparation / information management / first CV / the cover letter

11. Business & Team Meetings

notice / agenda / minutes / roles and responsibilities / meeting etiquette

12. Digital Communication Tools

introduction to digital media analysis / using powerpoint / using Prezi / blogs / netiquette / corporate communications / ebrochures / visual communications / advertising / new media / googledocs / Skype / Doodle (meeting organiser software / pod-casts

13. Presentation Skills

*preparation of a professional business presentation/ structure and delivery / using audio-visual aids for success / team work for presentations
iate communication*

Learning Activities

Lectures and tutorials.

References

Course Material	Book
Author	McClave, H
Publishing Year	2008
Title	Communications for Business
Subtitle	
Edition	4th
Publisher	Dublin: Gill and Macmillan
ISBN	

Course Material	Book
Author	Blundel, R. Ippolito, K. Donnarumma, D
Publishing Year	2013
Title	Effective Business Communication
Subtitle	Principles and Practice for the Information Age
Edition	4th
Publisher	Pearson
ISBN	

Course Material	Book
Author	Cottrell, S.
Publishing Year	2010
Title	Skills for Success
Subtitle	Personal Development & Employability
Edition	2nd
Publisher	Palgrave
ISBN	

Course Material	Book
Author	Zubizarreta, J.
Publishing Year	2009
Title	The Learning Portfolio
Subtitle	Reflective Practice for Improving Student Learning
Edition	
Publisher	Jossey-Bass
ISBN	

Course Material	Book
Author	Thill, J.V & Courtland, B.L
Publishing Year	2010
Title	Excellence in Business Communication
Subtitle	
Edition	9th
Publisher	Prentice Hall
ISBN	

Notes

This module is intended to provide a transition to third-level education. It builds on students' previous formal and informal learning and learning environments to stimulate reflection, curiosity and interest in the discipline and the enjoyment of learning.

It will equip students with the practical study skills and strategies to adapt and thrive, as individuals and in teams in a third-level environment. It will introduce students to the library resources and IT systems and to academic writing skills required to present assignments in an articulate format. It will provide a basis for the development, practice and application of skills and competencies in other modules.

Further, it is intended for learners to practice, rehearse and improve their oral and written communication skills. In a team, learners will work creatively to frame considered responses to specific business contexts using defined theoretical concepts. The skills and competencies achieved in this module will further provide a foundation for development, practice and application of skills and competencies in concurrent and future modules.