Module: Business Communication 161

Module name:	Business Communication 161
Code:	BUC161
NQF level:	5
Type:	Core – Diploma in Information Technology (all stream)
Contact Time:	24 hours
Structured time:	4 hours
Self-directed time:	12 hours
Notional hours:	40 hours
Credits:	4
Prerequisites:	None

Purpose

This module encompasses the skills required to communicate professionally in the business environment. These skills cover verbal and non-verbal communication as well as standardised processes and procedures typical of the business and working environment. The student will also acquire the skills necessary to market themselves during the job seeking process.

Outcomes

Upon successful completion of this module, the student will be able to:

- Demonstrate an informed understanding of the communication principles required in a business-oriented setting and an informed understanding of the key terms, concepts, facts, general principles, rules and theories that surround English communication within an office environment.
- Select and apply standardised methods, procedures and techniques as they pertain to the office environment as well as the job-seeking process and plan, manage and implement these processes within the specified context.
- Demonstrate the ability to take account of, and act in accordance with, prescribed organisational and professional ethical codes of conduct, values and practices of the office environment as well as follow general etiquette standards.
- Produce and communicate information reliably, accurately and coherently, abiding by the conventions as they have been established within the professional environment.

Assessment

Assessment is performed using a variety of instruments:

- Continuous evaluation of theoretical work through written assignments, formative tests, and a summative test.
- Continuous evaluation through tracking of progress, offering support, guidance and provision of constant stream of opportunities to prove mastery of subject material and pursuing more challenging work as they master the basics.
- Final assessment through an examination.

Teaching and Learning

Learning materials

Prescribed books (EBSCO)

- 📖 **Guffey, M., Seefer, C. (2016).** Business English. *Cengage Learning. ISBN: 9781305499867*
- 📖 **Adler, R., Rodman, G., Du Pré, A. (2015).** Essential Communication. *Oxford University Press. ISBN: 9780199342365*

Learning activities

The teaching and learning activities consist of several pedagogical methodologies to stimulate self-reflection and critical thinking. Students will be exposed to theoretical discussions, practical implementation of concepts and a gradual understanding of their potential impact on a social system.

Notional learning hours

Contact	Distance	Other	Type of learning activities	% Learning
y	y	n	Lectures (face-to-face, limited interaction or technologically mediated)	40%
y	y	n	Tutorials: individual groups	20%
n	y	n	Syndicate groups	10%
n	y	n	Independent self-study of standard texts and references (study guides, books, journal articles)	10%
n	y	n	Independent self-study of specially prepared materials (case studies, multi-media, etc.	20%

Syllabus

1. Verbal communication
    a. Feedback – providing constructive feedback, responding to feedback
    b. Getting your message across effectively
    c. Active listening
    d. Communication barriers
    e. Sending good email messages
2. Non-verbal communication
    a. Features of non-verbal communication
    b. Uses of non-verbal communication
    c. Using the cues from non-verbal communication
3. Presentations
    a. Preparing a presentation – material, delivery, audience
    b. Creating presentation content
    c. Speaking effectively
4. The office environment

      a. Working in a diverse environment

      b. Handling conflict in the workplace

      c. What is office politics?

      d. Sharing a workspace

      e. Working with different types of managers

5. Client relations

      a. Effective client communication

      b. Representing your brand/company

6. Meetings

      a. Meeting documents

      b. Meeting types – in person, conference call, video conferencing

      c. Meeting etiquette

      d. Meeting procedure

      e. Decision making methods during meetings

7. Reports and proposals

      a. Types of reports

      b. Writing a report – typical structure

      c. Writing an effective proposal

      d. General writing tips

8. Academic writing

      a. What is academic writing

      b. Paraphrasing and referencing

      c. Plagiarism