



**Level 4 Certificate in Business Studies & Internet
Technology (301) 115 Credits**



Unit: Business Communication	Guided Learning Hours: 200
Exam Paper No.: 3	Number of Credits: 20
Prerequisites: None	Corequisites: A pass or higher in Certificate in Information Systems or equivalence
<p>Aim: This unit give learners a background of communication terms and organisation basics. Business communication is designed to help learners understand innovation, change and how environmental context affects communication. The unit helps learners to understand how communication flows within an organisation, how networks develop, and what roles individuals fulfil in an organisation. The unit emphasises analysis of business communication environments; cultural, organisational, technological, international and interpersonal use of communications standards to direct the choice of oral and written communication methods and techniques. It includes practice in writing variety of messages used to communicate in business and industry with an emphasis on the potential impact of the message on the receiver as a basis for planning and delivering effective business communications.</p>	
Required Materials: Recommended Learning Resources.	Supplementary Materials: Lecture notes and tutor extra reading recommendations.
Special Requirements: Learners should practice writing business letters, memorandum and producing reports.	
<p>Intended Learning Outcomes:</p> <p>1 The importance of communication and different reasons for communicating.</p> <p>2 The essential elements to successful business communication and the biggest factors in business success.</p> <p>3 Effective communication, causes of conflict and frustration in personal and professional communication and how to improve communication skills.</p>	<p>Assessment Criteria:</p> <p>1.1 Identify business communication skills</p> <p>1.2 Explain the interactive model of communication</p> <p>1.3 Describe the components of the communication process</p> <p>1.4 Describe a business communication design strategy</p> <p>1.5 Analyse the internal and external business documents.</p> <p>2.1 Analyse the maze of information management and technology communication systems.</p> <p>2.2 Evaluate the types of business messages, channels of communication and communication networks</p> <p>2.3 Describe downward, upward and horizontal communication</p> <p>2.4 Compare and contrast grapevine vs gossip</p> <p>2.5 Identify business external communication process</p> <p>2.6 Analyse the challenges to how businesses communicate with customers, managing multiple customer touchpoints</p> <p>2.7 Describe the best way of handling growing amounts of customer data as technology is evolving at an alarming pace.</p> <p>3.1 Evaluate the different audience demographics, psychographics and an organisation's culture</p> <p>3.2 Demonstrate the correct English</p>

<p>4 The importance of listening; the active listener skills and identifying common barriers and how to avoid them.</p>	<p>3.3 grammar usage Evaluate the communication design process</p> <p>4.1 Explain barriers to active listening in business and identify listening skills</p> <p>4.2 Explain passive listening</p> <p>4.3 Explain internal and external noises and the causes</p> <p>4.4 Describe video conferencing and outline advantages and disadvantages</p>
<p>5 The process to ensure the meaning the sender has in mind when designing a message is received and interpreted the same way.</p>	<p>5.1 Demonstrate the process of creating <i>meaning</i></p> <p>5.2 Explain the intrapersonal, cultural, interpersonal, personal history and business contexts of <i>meaning</i>.</p> <p>5.3 Analyse the designing and interpreting of meanings of words</p> <p>5.4 Explain <i>positive emphasis</i></p> <p>5.5 Demonstrate the different verbal communication styles</p> <p>5.6 Analyse verbal speech rules and guidelines</p> <p>5.7 Describe causes of communication apprehension</p>
<p>6 Demonstrating that making a good oral presentation is an art that involves attention to the needs of the audience, careful planning, and attention to delivery.</p>	<p>6.1 Demonstrate oral presentation skills and outline what should be considered before, during, and after a talk.</p> <p>6.2 Design and analyse how visual aids help convey a message</p> <p>6.3 Create a PowerPoint presentation</p> <p>6.4 Demonstrate impromptu, manuscript, extemporaneous and memorised speech deliveries</p> <p>6.5 Explain the basics of effective oral presentation, use of notes, visual aids and computer presentation software.</p>
<p>7 How a good design can have a huge influence on the success of a company's business, but in order for success to be ensured, clear goals must be set.</p>	<p>7.1 Outline the process of improving writing design style</p> <p>7.2 Demonstrate how to write and review sentences</p> <p>7.3 Describe the business writing style</p> <p>7.4 Analyse the business writing style</p> <p>7.5 Demonstrate producing business memos and letters analysing their components</p> <p>7.6 Demonstrate designing an email message</p>
<p>8 Analysing the objectives, audiences, messages, tools and activities, resources, timescales and evaluations planning tools of a communication strategy.</p>	<p>8.1 Compare direct vs indirect communication strategy</p> <p>8.2 Outline informative and positive messages</p> <p>8.3 Explain the steps for writing directives and policy messages</p> <p>8.4 Demonstrate conveying written and verbal negative messages</p> <p>8.5 Outline the steps for writing indirect negative messages</p> <p>8.6 Demonstrate conveying written and</p>

<p>9 The Terms of Reference, procedure, findings, conclusions and recommendation areas of a business report.</p>	<p>verbal persuasive messages</p> <p>9.1 Analyse the purpose of business reports</p> <p>9.2 Design proposals and progress reports</p> <p>9.3 Design a proposal covering letter</p> <p>9.4 Explain when to use manuscript, memo or letter report formats</p> <p>9.5 Explain the strategies for designing/writing reports and proposals</p> <p>9.6 Demonstrate how to conduct and record meetings</p> <p>9.7 Create an agenda for a meeting</p> <p>9.8 Demonstrate taking and creating meeting minutes</p> <p>9.9 Outline how business meetings, if they are conducted the right way, can be incredibly effective and efficient.</p>
<p>10 The importance of good CV design when applying for a job; layout features and writing a good CV.</p>	<p>10.1 Describe information and components to be included on a CV</p> <p>10.2 Design your CV</p> <p>10.3 Design a covering letter for a job application</p> <p>10.4 Demonstrate preparations for a job interview</p> <p>10.5 Design an interview follow-up letter</p> <p>10.6 Describe the purpose of performance appraisal</p> <p>10.7 Design an employee performance appraisal form</p> <p>10.8 Design and analyse survey questionnaire</p> <p>10.9 Describe good and bad interviewing techniques</p> <p>10.10 Outline the tips and advice on how to prepare for a job interview.</p>
<p>Methods of Evaluation A 2-hour written examination paper with Section A and Section B. Section A has 40 multiple choice questions. Section B has three essay questions, each carrying 20 marks. Candidates are required to answer all questions. Candidates also undertake project/coursework in Business Communication with a weighting of 100%.</p>	

Recommended Learning Resources: Business Communication

<p>Text Books</p>	<ul style="list-style-type: none"> • Business Communication (Harvard Business Essentials) (Paperback) by Harvard Business Essentials. ISBN-10: 159139113X • The McGraw-Hill 36-Hour Course in Business Writing and Communication. ISBN-10: 0071441271 • Effective Business Communication by Richard Blundel. ISBN-10: 0137427018 • Business Communication Today (Paperback) by Courtland Bovee and John V. Thill. ISBN-10: 0132064707
<p>Study Manuals</p> 	<p>BCE produced study packs</p>
<p>CD ROM</p> 	<p>Power-point slides</p>
<p>Software</p> 	<p>None</p>