

DBS SCHOOL OF BUSINESS

LJMU DEGREE PROGRAMMES

MODULE PROFORMA

Module Title: Communications and Personal Development

Level: 1

Assessment: Continuous Assessment: 100%

Examination: 0%

Prerequisites: None

Credits: 10

Objectives:

- To develop understanding and appreciation of the importance of effective communication to success in the academic and business environment.
- To develop effective personal, interpersonal and organisational communications skills.
- To develop student ability to reflect on academic practice, production and processing.
- To cultivate and engender academic writing skills
- To provide and enhance students' personal development opportunities.
- To develop and enhance oral and written skills for effective academic and business communications.
- To develop the students' business skills, with particular emphasis on written, oral and people skills.
- To introduce students to the work and research needed to enable independent decisions regarding career choices.

Learning Outcomes:

On completion of this module students will have acquired the skills to:

- Appreciate the importance of effective communication and business skills and their significance within a commercial environment.
- Identify personal learning strengths and preferred learning style.
- Construct a portfolio to evidence skills development.
- Develop a comprehension of the different methods of organisational communication.
- Produce academic essays and business reports following academic etiquette and format..
- Understand the importance of effective presentation and interpersonal skills and to practically apply them.
- Identify the importance of non-verbal communication.
- Discuss and practically apply interview techniques.

Syllabus:

Induction & Introduction

5%

- Learning to Learn: How do we learn?, Lifelong Learning, Learning in College,
- Learning Resources, Motivation & learning.

Portfolio Maintenance

- What is a Portfolio?, Skills Audit, Reflection in Portfolios.

Goal Setting & Time Management

- Characteristics of Goals, Setting Goals in College,

- Writing effective Goal statements, Time Management, Managing Stress.

Introduction to Communication

- Defining Communication, Communication Models, Barriers,
- Interpersonal Communications, Communications in College

Academic Communications: Writing

- Undergraduate assignments
- Assignment types and rationale, Interpreting assignment specifications,
- Maximising resources.
- Academic Essays
- Constructing thesis statements, Introductions / conclusions, Quoting,
- Referencing conventions.
- Academic Reports
- Report types, structures and rationale, Industry emphasis Vs theoretical emphasis,
- Incorporating primary research.
- Literature Reviews
- Rationale and format, Summarising external reading, Treating external reading,
- Academic Register, Stylistics of academic writing, Maintaining authorial voice.
- Writing a research proposal
- Identifying valid topics, Proposal structure, Persuading, Formats.
- Setting objectives and planning.
- The drafting process, Presenting research, Refocusing a topic.

Academic Communications: Presentations

- Oral – delivery, address, skills and techniques, demonstration skills,
- Structure – format and technique,
- Performance – audience participation and chairmanship,
- Visual Aids – charts, whiteboard, overhead projector, PowerPoint.

Non-Verbal Communication

- Proxemics, Kinesics & Non-Verbal influences on communication,
- Proxemics in Oral Presentations, Cultural influences.

Group-work & Teamwork

- Group Dynamics, Group Development, Group Roles, Team Role theory,
- Groups & Teams in College

The Employment Process/ Job Search

- Employability Skills Self-Analysis, Exploring Career Opportunities, C.V.
- Application Forms and Letters, Interviews/ Interview techniques,
- Employers Selection.

Meetings

- Procedures, Roles, Responsibilities, Documents.

Communicating in Organisations

- Communication networks, Communication structure, Communication culture.

Personal Development

- Portfolio Maintenance, Reflections on Level One, Future Goal Setting,
- Examinations & Study Skills