

Module Code:	:	AC-4301		
Module Title:	:	Issues and Practices in Workplace Communication		
Programme	:	Bachelor of Arts		
Type of Module	:	Major Option/ Breadth		
Modular Credits	:	4	Student Workload:	8 – 10 hours per week
			Contact hours for timetabling:	2 hours per week
Prerequisite	:	None		
Anti-requisite	:	None		
Aims :				
<p>While the emphasis of this module is on equipping students with effective workplace communication skills, all activities will be based either on theories already studied during the programme or on new theories which apply specifically to this area. The specific aim is to provide opportunities for students to develop the necessary skills to communicate effectively in the workplace. In addition to the linguistic aspects of communication, the module sensitise students to an individual's psychological, social and cultural needs and expectations within the context of the workplace.</p>				
Module Content :				
<ul style="list-style-type: none"> • Communication and gender, race, age • Communication and management • The role of informal communication (e.g chat/IMS) • Privacy in electronic communication • Information overload (e.g. email) • Legal aspects in workplace communication (international and local) • Participating in business meetings (planning, participation, minutes etc) • Making oral presentations (e.g. making a sales pitch, presenting a situational analysis etc) • Customer service interaction (face to face, by telephone, electronically) • Writing reports (sales activity, personnel evaluations etc) • Writing speeches (audience analysis, organising information etc) • Writing press releases (openings, product information etc) • Professional correspondence (requests, complaints, etc) • Understanding professional documents (online and print) • Preparing online and print versions of documents • Event preparation and planning 				
Assessment :	Examination :	40%	Coursework :	60%
	2 hours		1. Writing reports	15%
			2. Writing and delivering speeches	15%
			3. Role plays	15%
			4. Planning an event	15%
Textbook(s)/References :				