<u>COURSE SPECIFICATION DOCUMENT</u>

Academic School / Department: Richmond Business School

Programme: MSc International Business Management

FHEQ **Level:** 7

Course Title: Business Communications Skills

Course Code: MGT 7200

Student Engagement Hours: 100
Lectures: 14
Seminar / Tutorials: 7
Independent / Guided Learning: 79

Semester: Fall

Credits: 10 UK CATS credits
5 ECTS credits
2 US Credits

Course Description:
Effective verbal and non-verbal communication will lead to effective management as well dealing with conflict situations. Communication in business plays a crucial role in getting the work done and solving the problems at different levels internally. Similarly, effective communication external entities is tremendous as the good communication is fundamental to the overall success of a business organisation. This course explores the role of business communication in running modern business and develops professional business communication skills

Prerequisites: N/A

Aims and Objectives:
Aim: To develop effective business communication skills and strategies.
Objectives: To understand and demonstrate effective application of the current business communication theories and practices. To develop a portfolio of professional communication techniques. To use effective communication strategies to solve business problems.

Programme Outcomes:
A2; A5
B1; B2, B3; B4; B5
C1; C2; C3; C4;
D1; D2; D3; D4; D5

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Registry and found at:
https://www.richmond.ac.uk/programme-and-course-specifications/

Learning Outcomes:
By the end of this course, successful students should be able to:
- Apply business communication theory to solve workplace communication issues.
- Create complex written and oral business communication
- Gather and present business data/information from a variety of sources and use it ethically.

Indicative Content:
- Communication Theory, Processes and Strategies
- Verbal and Non-verbal Communication
- Written Business Communication
  - Letters, Reports, Emails, Social Media
- Group Communication
  - Meetings, Minutes, technology, Media Communications
- Presentations
  - Elevator Pitches, Sales Presentations,
- Employment Communication
  - Resumes, CVs, Interviews

Assessment:
This course conforms to the University Assessment Norms approved at Academic Board and located at: https://www.richmond.ac.uk/university-policies/

Teaching Methodology:
This course will have a practical focus in developing a portfolio of business effective communication outputs. Learning will be developed through pre-reading, synchronous and asynchronous exercises, lectures and tutorials and blended learning using Blackboard the Virtual Learning Environment. Students are expected to read assigned readings and complete exercises before the lecture and tutorial. Tutorials are an important component of this course. The communication skills developed in tutorials by regularly and actively participating in discussions and writing activities are considered to be an essential prat of the learning experience and are highly regarded by employers and professional bodies.

Indicative Text(s):
- Bovee, C. and Thill, J., 2020. Business Communication Today, Global Edition. 15th ed. Harlow: Pearson.
- Updated edition
- Guffey, M., 2021. Essentials of Business Communication. 12th ed. Cincinnati: South-Western College Publishing.
- Guffey, M. E., & Loewy, D. (2012). Essentials of business communication. Cengage Learning.

- Harvard Business Review. (2011). Harvard business review Communicating Effectively. Harvard Business Press.

Journals
International Journal of Business Communication
Management communication quarterly
Journal of Education for Business
Communication World (International Association of Business Communicators)

Web Sites
- 12 Reasons Why Communication is Crucial
  https://blog.smarp.com/11-reasons-why-business-communication-is-crucial-for-companys-success
- Communication LinkedIn Learning
  https://www.linkedin.com/learning/topics/communication
- Communication Skills
  https://www.mindtools.com/page8.html
- Business Communication
  https://learndigital.withgoogle.com/digitalgarage/course/business-communication

See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services