

Module Guide

BUSINESS COMMUNICATION

BBS – 4 - BCO

FACULTY OF BUSINESS

2014/15

LEVEL 4

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1. MODULE DETAILS

Module Title:	BUSINESS COMMUNICATION
Module Level:	Level 4
Module Reference Number:	BBS-4-BCO
Credit Value:	10
Student Study Hours:	100
Contact Hours:	30
Private Study Hours:	70
Pre-requisite Learning (If applicable):	N/A
Co-requisite Modules (If applicable):	N/A
Course(s):	HND Business Studies BA (Hons) Business Studies/Administration
Year and Semester:	2014 /2015 Semester 1
Semester 1 dates:	22/09/14 - 23/01/15

Module Coordinator (MC): Phil Vellender:

Subject Area: Academic Language Skills
Summary of Assessment Method: 100% coursework

2. SHORT DESCRIPTION

This semester one module is for students who are both first and second language speakers of English. It aims to develop communication skills as they relate to business studies and is designed to develop more effective reading, speaking, listening and writing skills. Critical approaches to the selection of source materials and the understanding of a range of reading texts are central to the course. In addition, written style and the ability to produce a logical and coherent argument are enhanced through essay writing. Oral communication skills are improved in class discussion and formal presentation tasks.

The course covers key topics addressed on the business content modules to support you across your first year undergraduate programme of study. You are expected to engage fully in groupwork, pairwork, individual activities and independent study.

3. AIMS OF THE MODULE

The module will develop your skills and strategies in reading and summarising, selecting appropriate sources and referencing, writing for academic and business purposes and speaking for presentations or discussions. The skills learnt on the course are transferrable to other business content modules and the topics addressed have been chosen for this purpose. A key objective is for you to expand your range of formal academic and business vocabulary as well as develop your study and independent learning skills such as analysis and synthesis, planning, editing and proofreading.

4. LEARNING OUTCOMES

4.1 Knowledge and Understanding

- Expand range of business and academic vocabulary
- Expand knowledge of key business topics and contexts
- Develop understanding of academic language skills, range, register and appropriacy

4.2 Intellectual Skills

- Enhance critical thinking skills in relation to selecting information, analysing academic texts and evaluating a company

4.3 Practical Skills

- Structure a logical and coherent argument both orally and in essay writing
- Speak and write in the appropriate style within a formal setting
- Use a range of skills and techniques to improve reading comprehension and ability to research effectively for presentations and essays

4.4 Transferable Skills

- Research independently and produce work to meet deadlines supported by Personal Development Planning
- Manage time and course workload
- Work in a team

5. ASSESSMENT OF THE MODULE

Total: 100% coursework

5.1 COURSEWORK

1. ORAL PRESENTATION in pairs: 30% - in Week 6 (beg: 27th October)

You will give a presentation with **ONE** other member of your class of between 6 – 8 minutes on the following topic:

Assess the success or failure of a marketing campaign produced by a UK or international company based on research into marketing campaigns. You will demonstrate an understanding of the key elements of marketing

- You should support your presentation with a PowerPoint slide show.
- Each person must contribute equally to the preparation and delivery of the talk. You will receive an **INDIVIDUAL** mark for your contribution.

YOUR TEACHER WILL DECIDE WHO DELIVERS EACH SECTION OF THE TALK ON THE DAY OF THE ASSESSMENT.

This means each member of the pair must be able to deliver the whole talk. You will receive an **INDIVIDUAL mark for your contribution.**

YOU WILL DELIVER YOUR TALK TO BOTH YOUR OWN CLASS AND ANOTHER GROUP

ORAL PRESENTATION CONTINUED

You will be assessed on these areas:

- **Content**
- **Organisation**
- **Delivery**
- **Use of Language**
- **Timing**

The full assessment criteria can be found on page 12.

2. RESEARCH ESSAY

➤ DRAFT OF RESEARCH ESSAY: 10% - for Week- Probably Week 9

A first draft of the research essay is due for submission in **Week tbc**. You will have to meet 5 out of 8 criteria in order to obtain the 10% mark. **If you do not satisfy 5 out of the 8 criteria, you will not be awarded any marks.**

FINAL VERSION OF RESEARCH ESSAY (1,000 words): 60% - Week 12 (Monday 8th December)

Choose one of the topics below by Week 4. For all questions **you must agree the company with your lecturer.** You must write a draft version of the essay for Week 9. You will obtain marks in the final version of your essay for your response to feedback.

The final essay must be handed in during **Week 12 on Monday 8th December by 5pm** to room **L105.**

All students must submit their work to Turnitin in order for it to be marked.

Discuss how motivation impacts on the way an employee performs in an organisation. You should analyse at least 2 theories of motivation and illustrate your answer with a case study of a company.

- YOU CAN ONLY USE ONE OF THE THEORIES OF MOTIVATION IN THE COURSE MATERIALS**
- YOU CANNOT USE McCAIN, TESCO OR ANY OTHER SUPERMARKET AS YOUR CASE STUDY**

OR:

B. Assess the external business environment of a company using a PEST analysis.

- YOU CANNOT USE McCAIN, TESCO OR ANY OTHER SUPERMARKET AS YOUR CASE STUDY**

OR

C. Use Porter's Five Forces to analyse the factors that impact on the profitability of ONE chosen industry e.g. soft drinks.

- You should illustrate your answer with evidence from a particular company within the industry e.g. Coca Cola**
- YOU CANNOT USE McCAIN, TESCO OR ANY OTHER SUPERMARKET AS YOUR CASE STUDY**

Oral presentation	Week 6 beg 27th October
First draft of essay	Week 9 Monday 17th November TBC
Final version of essay	Week 12 Monday 8th December

5.2 AVOIDING PLAGIARISM

You must take care to avoid plagiarism – that is any attempt to present another person's work as your own. There are many different forms of academic misconduct and different penalties. For more information, look for *ACADEMIC MISCONDUCT INFORMATION* on your module Blackboard site.

Your aim is to show that you have written your work yourself supported by correctly referencing and referring to others' writing. Check out the Harvard system of referencing: again look for a handout on the module Blackboard site; or use the Library Help sheets.

Plagiarism in this module

All students ***must*** submit their coursework themselves to the Turnitin system for checking. This can easily be done through the Blackboard site for each module, (under assignments), which also has full instructions on how to undertake this simple task.

In addition, to address the problem of plagiarism in the writing of coursework, the Business Department requires students to submit **a paper print out of the first two pages of the Turnitin Report. These need to be attached to the back of the coursework** when it is handed in to **L105**. Work cannot be marked without this.

Remember, no Turnitin submission = no mark awarded for the coursework.

6. FEEDBACK

Feedback will normally be given to you **15 working days** after the submission of an assignment. The essay due in **Week 12** will be returned the Week of **13 January** during your normal session time. **Please check Moodle** for any **changes** to your **normal classroom on that day**.

You will also receive regular feedback on the tasks you do in class and for independent study. Feedback within the department has been judged as consistent and fair by our external moderation process and was identified as being particularly useful to you progress. A sample of all the assessments is internally moderated by the *Business Communication* team. Please take the time to read your feedback on each assessment and use it to improve your work both in this and other modules. You should also talk to your teacher if you are unclear about any feedback you receive.

7. INTRODUCTION TO STUDYING THE MODULE

7.1 Overview of the Main Content

The module adopts a task-based approach to learning contextualised in a range of business topics which will support and prepare you for your other modules of study. Materials are selected from relevant journals, books, databases and industry websites to provide a basis for skills, vocabulary and critical thinking development.

7.2 Overview of Types of Classes

Lessons follow an integrated multi-skills approach where speaking, listening, reading and writing are developed in conjunction. You are expected to participate fully in a range of active learning tasks involving individual, pair, group and whole class work. Tasks are designed to reflect the requirements of the real-world and work e.g. summarising, report writing and student-led discussions. You will receive consistent and timely in-class feedback to better prepare for assessed tasks. All students are expected to complete self-managed learning on a Weekly basis.

7.3 Importance of Your Self-Managed Learning Time

You are expected to undertake a range of activities each Week both to prepare work for the following Week and to enhance your performance.

Preparation work may include:

- checking the **Blackboard** site
- completing a reflective log on a Weekly basis
- preparatory reading and analysis of texts
- preparation of oral presentations
- short writing tasks

Improvement work may include:

- reading widely from the current business media
- accessing web sites for business topics AND for academic language and learning skills
- identifying areas of language performance in which improvement is needed

Coursework preparation:

You should be familiar with the assessment schedule in order to plan your work effectively (see: 5. Assessment) and the assessment criteria

7.4 Employability

The module focuses on developing the use of language and communication skills of students, enhancing not only 'hard skills' but 'soft skills' such as team-working, which are particularly valued by employers in contemporary workplaces.

8. THE PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT

No.	Week	Learning activities & materials	Skills	Self-managed learning
WEEK 1		Porter's Five Forces Introduction to the Module and Blackboard <ul style="list-style-type: none"> • Video: interview with Michael Porter • Reading comprehension & vocabulary matching • Short Poster Presentation 	You will develop: <ul style="list-style-type: none"> • listening and note-taking skills • reading for 'gist' • critical thinking • extended speaking skills (giving a short talk) You will: <ul style="list-style-type: none"> • analyse a company - Porter's 5 forces • give a short talk 	<ul style="list-style-type: none"> • Review academic language and learning websites • ACADEMIC ASSISTANT: www.blc.lsbu.ac.uk/aa
WEEK 2		Business environment: external factors <ul style="list-style-type: none"> • Introduction to PEST: jigsaw reading, paraphrasing & summarising • Giving a presentation: content and language for the introduction 	<ul style="list-style-type: none"> • Read, identify key points and paraphrase information • synthesise information from more than 1 text • write the introduction to a presentation • perform a PEST analysis on a company 	ACADEMIC ASSISTANT <ul style="list-style-type: none"> • Writing skills - Summarising • Study skills - Reading speed and comprehension • PDP: complete reflective log
WEEK 3		Business Ethics <ul style="list-style-type: none"> • Ethical dilemmas: short scenarios to read & discuss • Analysis of a case study using the <i>Ethical Decision Framework</i> • Presentation Language: Lexical phrases to introduce the topic, clarify etc	You will develop: <ul style="list-style-type: none"> • critical thinking skills • oral presentation skills • skimming and scanning skills in reading • paraphrasing and summarising a written text You will be able to: <ul style="list-style-type: none"> • signpost information in a presentation 	ACADEMIC ASSISTANT <ul style="list-style-type: none"> • Speaking skills & Oral Presentations • PDP: academic SWOT analysis DECIDE ON YOUR PRESENTATION TOPIC
WEEK 4		Marketing: a failed campaign <ul style="list-style-type: none"> • Video: Ewan Davies & the failure of the Coke campaign • Analysis of a good presentation 	You will: <ul style="list-style-type: none"> • develop your listening and note-taking skills • be able to paraphrase the ideas of other people • develop critical thinking skills 	ACADEMIC ASSISTANT <ul style="list-style-type: none"> • References and quotations • PDP: complete reflective log RESEARCH YOUR PRESENTATION & PREPARE P/PT SLIDES
WEEK 5		Marketing: a SWOT analysis DRAFT OF POWERPOINT SLIDES DUE <ul style="list-style-type: none"> • A SWOT analysis of SKODA • Summarising a text and formal academic vocabulary: gap-fill • Good and bad examples of PowerPoint slides DRAFT OF POWERPOINT SLIDES DUE	You will: <ul style="list-style-type: none"> • develop your academic vocabulary • identify the characteristics of effective PowerPoint slides • be able to analyse a marketing campaign using a SWOT analysis 	ACADEMIC ASSISTANT <ul style="list-style-type: none"> • Bibliographies • PDP: complete reflective log PRACTICE THE DELIVERY OF YOUR PRESENTATION DECIDE ON THE TOPIC OF YOUR ESSAY & START RESEARCH
WEEK 6		ORAL PRESENTATION ASSESSMENT: pairs 6 – 8 mins		ACADEMIC ASSISTANT <ul style="list-style-type: none"> • Writing: Introductions and Conclusions • PDP: complete reflective log RESEARCH ESSAY & PRODUCE PLAN
WEEK 7		Organisational behaviour	You will:	ACADEMIC ASSISTANT

	RESEARCH ESSAY WORKSHOP 1: <ul style="list-style-type: none"> GROUP FORMATIVE FEEDBACK ON PRESENTATIONS Reading text on theories of motivation: Maslow, Herzberg and McGregor Reporting verbs and formal academic style How a text is organised: substitution, omission and referring backwards and forwards Plagiarism and how to use Turnitin Identifying the structure of a paragraph How to write a bibliography LSBU HARVARD REFERENCING GUIDE	<ul style="list-style-type: none"> be introduced to theories of motivation in the context of work be able to report the ideas of other people in formal academic style be better able to structure a paragraph develop your ability to write a bibliography develop your understanding of how a text hangs together (cohesion) be able to use Turnitin to avoid plagiarism 	<ul style="list-style-type: none"> The Role of the Writer PDP: complete reflective log START WRITING THE DRAFT VERSION OF YOUR ESSAY
WEEK 8	RESEARCH ESSAY WORKSHOP 2: <ul style="list-style-type: none"> Understanding the question Planning an essay on motivation Illustrating your argument: a case study of Tesco 	You will: <ul style="list-style-type: none"> plan an essay use your reading in your writing e.g. to support an argument 	ACADEMIC ASSISTANT <ul style="list-style-type: none"> PDP: complete reflective log FINISH DRAFT ESSAY & EDIT CONTENT
WEEK 9	RESEARCH ESSAY WORKSHOP 3: FIRST DRAFT OF ESSAY DUE IN <ul style="list-style-type: none"> Writing an essay introduction: <ul style="list-style-type: none"> what to include formal academic writing style Writing a conclusion: analysis of two examples Steps for synthesising your reading Reporting verbs to introduce other people's ideas in your writing Review of progress with your teacher 	You will: <ul style="list-style-type: none"> synthesise information from more than 1 text write an introduction and conclusion to an essay use synonyms in your writing to avoid repetition use a formal academic register in your writing 	ACADEMIC ASSISTANT <ul style="list-style-type: none"> Revising and editing Review essay writing workshops
WEEK 10	Company finances INDIVIDUAL FEEDBACK ON ESSAY DRAFTS <ul style="list-style-type: none"> Innocent Chilled Drinks Ltd Describing data and summarising trends: the language of graphs & charts Writing a short report summarising the financial accounts of Innocent Planning & introduction 	You will: <ul style="list-style-type: none"> develop your financial vocabulary be able to describe and interpret bar charts and graphs be able to write a formal report describing and analysing key features of the Profit & Loss Account and Balance Sheet of a company 	ACADEMIC ASSISTANT <ul style="list-style-type: none"> PDP: complete reflective log Review this Week's session
WEEK 11	Cultural settings & business <ul style="list-style-type: none"> Cultural difference scenarios: discussion Hofstede 5 cultural dimensions text Writing topic sentences Linking in and across texts Summarising a text 	You will: <ul style="list-style-type: none"> develop your critical thinking skills improve your ability to structure a paragraph and write topic sentences develop your ability to summarise the key points of a text link your ideas more effectively within and across sentences/paragraphs 	ACADEMIC ASSISTANT <ul style="list-style-type: none"> Interpreting and describing data PDP: complete reflective log FINAL VERSION OF ESSAY & PROOFREADING
WEEK 12	FINAL ESSAY DUE IN Cultural settings & business & REVIEW WEEK GROUP FORMATIVE FEEDBACK ON ESSAYS <ul style="list-style-type: none"> Review of key academic language & skills Personal Development Planning: One-to-one progress review & action plan	You will: <ul style="list-style-type: none"> Identify strengths and areas for further improvement in academic skills development 	<ul style="list-style-type: none"> Draw up an action plan based on progress review
Week of	FEEDBACK AND MARKS ON FINAL ESSAY: Room to be confirmed		

January 13 th 2014	
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9. STUDENT EVALUATION

The quality of the Academic Skills modules and Teaching and Learning sessions were rated as being acceptable or above by approximately 85% of students in 2012/13. Students found the subject matter and the coursework of significant value.

10. LEARNING RESOURCES

10.1 Core materials for skills

Please dip into these books according to your needs

- ADAM, J.C. (2007) (2nd ed) Longman Business English Dictionary. Harlow: Pearson Education
- COTTRELL, S. (2008) The Study Skills Handbook Basingstoke: Macmillan Study Guides
- GILLET, A, HAMMOND, A. & M. MARTALA (2009). *Inside Track to Successful Academic Writing*. Harlow: Pearson Education
- GODFREY, J (2009) How to Use Your Reading in Your Essays. Basingstoke: Palgrave Macmillan
- MACKENZIE I. 2002 - (2nd edition) English for Business Studies - a Course for Business Studies and Economics You.Cambridge: CUP
- MASCULL B. (2002). Business Vocabulary in Use. Cambridge:CUP
- WORTHINGTON, I. & BRITTON C. (2006) (4th ed.)The Business Environment. London: FT Prentice Hall

Core materials for essay content

- HERZBERG, F. (1959). The motivation to work (2nd ed) NewYork, London: Wiley.
- MASLOW, A. H. (1987).(3rd ed) Motivation and Personality. New York: Harper Collins.
- SCHERMERHORN, John R. (2005) (9th ed). Organizational behaviour. New York: Wiley Chapter 5 (motivation)

10.2 Optional Materials

- BAILEY, S (2010). Academic Writing for International Students of Business. London:Routledge
- COLLINS COBUILD, (2004).Business Vocabulary in Practice (2nd Ed). Birmingham:Collins Cobuild

ENGLISH FOR ACADEMIC PURPOSES

- Advice on Academic Writing <http://www.utoronto.ca/writing/advise.html>
- Centre for Academic and Professional Literacies <http://caplitswritingcentre.ioe.ac.uk>
- Compleat Lexical Tutor www.lextutor.ca
- **Academic Vocabulary**: English Centre, University of Hong Kong <http://caes.hku.hk/vocabulary/tutorial/index1.asp>
- **Citing Information Sources and Plagiarism** www.brookes.ac.uk/services/library/skill/skill1d.html
- **How to cite and reference your source material**. Effective Writing Center www.umuc.edu/ewc/onlineguide/chapter3/toc.shtml
- Exercises for the Academic Word List <http://www.academicvocabularyexercises.com>
- Online Writing and Learning Link <http://owll.massey.ac.nz/index.htm>
- Online Writing Lab <http://owl.english.purdue.edu/owl>
- UEFAP: www.uefap.com
- Virtual Training Suite www.vts.intute.ac.uk
- Academic Assistant: www.blc.lsbu.ac.uk/aa

BUSINESS

- BBC Business: www.bbc.co.uk/business
- BBC English: www.bbc.co.uk/worldservice/learningenglish
- Bized: www.bized.ac.uk/listserv/listhome.html
- Business Week: www.businessWeek.com
- Economist: www.economist.com
- Marketing Week: www.marketing-Week.com
- Centre for Independent Language Learning <http://elc.polyu.edu.hk/CILL>
- www.guardian.co.uk/

11. ASSESSMENT CRITERIA

BUSINESS COMMUNICATION: Presentation Feedback (30%)

NAME:

DATE:

PARTNER'S NAME:

Presentation Title:

	To improve < 40	Satisfactory 40 - 49	Good 50 - 59	Very good 60 - 69	Excellent 70+
1. CONTENT					
• Effective preparation/research					
• Interest					
• Analysis					
2. ORGANISATION					
• Introduction and overview					
• Clear points and sections					
• Summing up					
3. DELIVERY					
• Use of voice					
• Powerpoint quality					
• Enthusiasm					
• Body language					
4. USE OF LANGUAGE					
• Speaking clearly. Fluency.					
• Grammatical accuracy					
• Pronunciation					
5. TIMING					
6. WHAT DO I NEED TO WORK ON?					

MARK:

Lecturer's Name:

Moderator:

Date:

**BUSINESS COMMUNICATION:
DRAFT ESSAY FEEDBACK (10%)**

NAME: _____

DATE: _____

Essay Title

➤ **To obtain the 10% , your work must meet 5 of the 8 criteria below**

Draft Essay Assessment Criteria	TICK IF MEETS CRITERIA
1. Minimum of 750 words out of possible 1,000 max.	
2. Attempt at in-text referencing using Harvard style but may be inaccurate	
3. Attempt at Harvard bibliography though may not be accurate	
4. An introduction giving an overview of the essay content	
5. A conclusion summing up what has been said.	
6. Evidence of a structure to the work e.g. paragraphs	
7. Evidence of use of own words	
8. Evidence of some analysis and not just description	

Key areas to improve on the draft essay (maximum 3)

[illegible]

Circle as appropriate: PASS (10%) / NON PASS (0%)

Lecturer:

Date: _____

Moderator:

Date:

BUSINESS COMMUNICATION: FINAL ESSAY FEEDBACK (60%)

NAME: **DATE:**

ESSAY TITLE:.....

	To improve < 40	Satisfactory 40 - 49	Good 50 - 59	Very good 60 - 69	Excellent 70+
Content					
• Quality of research and evidence					
• Develops a clear argument and evidence of analysis					
Structure and organization					
• Introduction and conclusion					
• Paragraphing					
• Use of linking words					
Use of evidence					
• Minimum 5 references (inc. 2 books)					
• Use of Harvard referencing both in-text and in the bibliography					
Style					
• Formal academic language					
Accuracy of language					
• Grammar and spelling					
• Punctuation					
• Use of own words					
TURNITIN: YES <input type="checkbox"/> NO <input type="checkbox"/> SI:					
Presentation (Title & contents pages, page numbers, bibliography etc)					
What you need to improve:					

MARK:

Lecturer:

Moderator:

Date: