

Course Content

Learning Outcome 1 & 2: The Process Of Communication – An Introduction

- Definition
- The nature and function of communication
- Methods of communication and communication skills
- The communication cycle and barriers

Learning Outcomes 4: Written Communication – The Basics of Business Writing

- Language, style, tone, grammar
- The business message
- The Writing Process
- Exercises (practical)

Learning Outcomes 4 & 5: Written Communication – Reports & Resumes

- The purpose of reports
- Structure and layout of reports
- Structure of Resumes
- Practical exercise: Report and Resume

Learning Outcomes 3: Presentations: Planning, Writing and Completing Oral Presentations

- Plan your presentation
- Write your presentation
- Complete your presentation
- Practical exercise: Presentation

Learning Outcomes 5 & 6: Critical Reading

- Identify and assess logical and organizational patterns within texts
- examine the evidence or arguments presented
- check out any influences on the evidence or arguments;
- check out the limitations of arguments
- Decide to what extent you are prepared to accept the authors' arguments, opinions, or conclusions.

Presentations and Evaluation

- Practical application: In-class presentations
- Peer evaluations