

BUS1001 Professional Development and Business Communication

Unit Description

This unit introduces students to the fundamentals of effective communication and aims to equip them with the skills and knowledge necessary to communicate effectively in a professional environment. The unit will cover some of the key theories of communication and explore the areas of interpersonal, team and cross-cultural communication. Students will work on their listening, negotiation and persuasion, conflict resolution and writing for business skills to ensure good communication practices. By linking theories of communication with practical skills and relevant examples, the unit provides a comprehensive overview of communication strategies that students will be able to apply in their professional interactions.

Furthermore, students will learn how to write, edit, and present reports and research findings. They will develop proficiency in referencing and learn the basics of effective research, how to analyse information, and develop effective arguments. Finally, the unit will teach them how to conduct a skills audit to identify areas within their own professional practice that may require development.

Credit Points	6 credit points
Duration	12 weeks (10 teaching weeks and 2 revision and assessment weeks)

Unit Learning Outcomes

On successful completion of this unit, students will be able to:

1. Describe the principal theories of communication and how they are applied in a business context.
2. Demonstrate an understanding of, and proficiency in, communication for academic purposes, including academic referencing, grammar, spelling, and punctuation appropriate to the discipline of business.
3. Critically analyse and evaluate arguments and information from a variety of different sources.
4. Explain how individuals gain self-awareness and motivate themselves and others considering cultural and language differences.
5. Conduct an individual skills audit, identify methods for developing effective professional practice and create a personal professional development program.