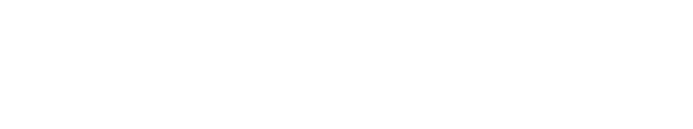
**Module Handbook**

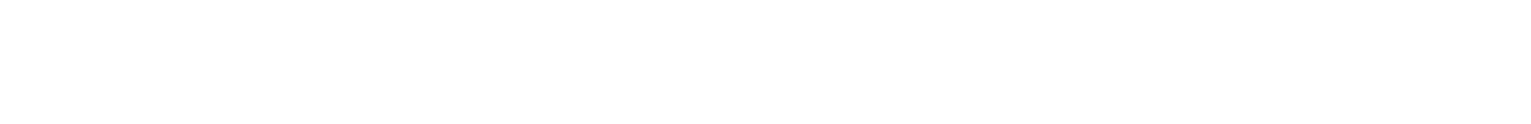
Module Code: EL101.1

Module Name: English for Communication Skills



20

22



# 1. Introduction to the Module

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Module Title:  English for Organizational Communication | | |  |  |  |
| Year | **01** | Semester | **01** | Credit Points | **02** |

## 1.0 Module Description

This module will cover basic introduction to the various organizational communication tools and skills necessary for the modern business world.

**1.1 Pre-requisites**

None

## 1.2 Module Objective

To improve and nurture competence and knowledge of students on organizational communication, in order to be able to effectively communicate at work.

## 1.3 Intended Learning Outcomes

At the end of the module student will be expected to be able to;

|  |  |
| --- | --- |
| ILO-1 | Compose effective generic business correspondence documents |
| ILO -2 | Carry out effective oral communication on organizational and interpersonal platforms |
| ILO-3 | Demonstrate awareness on functions and purpose of communication associated with organizations |

## 1.4 Delivery pattern

|  |  |
| --- | --- |
| **Total Credit Points** | 02 |
| Contact Hours | 30 |
| Practical/Tutorial Hours |  |
| Independent Study Hours | 120 |
| **Total Learning Hours** | 150 |

# 2. Session Plan

|  |  |
| --- | --- |
| **Session** | **Topic** |
| Session 01 | * Introduction – Business and academic writing |
| Session 02 | * Effective communication |
| Session 03 | * Non-verbal communication |
| Session 04 | * Barriers to communication |
| Session 05 | * Academic presentations |
| Session 06 | * Business letters |
| Session 07 | * Paragraph writing |
| Session 08 | * Business emails |
| Session 09 | * Meeting techniques |
| Session 10 | * Memos |
| Session 11 | * Note taking |
| Session 12 | * Referencing |
| Session 13 | * Paraphrasing and summarising |
| Session 14 | * Academic essays |
| Session 15 | * Revision |

## 3.0 Assessments 3.1 Assessment Details

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Assessment** | **Task** | **Assessment Description** | **Weighting (%)** | **Due Date** |
| Mid Evaluation | Interviewing a professional | Refer below for details | 25% | **To be notified** |
| Academic Presentation | Refer below for details | 25% | **To be notified** |
| Examination | Final Exam |  | 50% | **To be notified** |

\*Other relevant guidelines for the assessments will be given by the module lecturer.

**Assignment 1 – Interviewing a Professional (GROUP ASSIGNMENT) (20%)**

Interview Duration : 15-20 minutes

Deadline : **To be notified**

Mode : Online (ZOOM)

Group size : 5-8 members (work to be divided)

You are required to;

**Prior to the Interview:**

1. Look up a professional of your choice on LinkedIn (you may contact this person via personal contacts)- study his/her profile, and take down points of interest - places of work, positions held, interests and extra curriculars etc..
2. Based on these points of interest, send an email to him/her, initiating the conversation with something that sparked your interest in his/her LinkedIn profile. End the email by requesting a convenient date and time for a ZOOM meeting to learn more about them and their experience in the industry.
3. While you wait for a response, draft 5 potential questions that you would like to ask during the interview. Submit these on NLEARN for feedback from your lecturer. The list of questions may include:
   1. What inspired you to join the X Industry?
   2. What other interests do you have?
   3. Who is your role model and why?
   4. Advice for aspiring youth.
4. Once the questions are finalised and the meeting date is set. Practice how you would greet him/her and conduct the interview.

**During the Interview:**

1. Initiate the conversation - Greet the professional, start off with general courtesies & small talk - thank him/her for sparing his/her time, etc.
2. Inform the professional that you will be recording the interview for academic purposes. Once permission is granted, start the record, and commence the interview proper.
3. Once the interview is complete - don’t forget to stop recording and thank the professional for the opportunity in person.

**After the interview:**

1. Send an email officially thanking the professional once again.
2. Collate all the email correspondence with the professional into one PDF file (from the first mail requesting appointment to the final mail thanking him/her). - SUBMIT to NLEARN
3. Upload the recording onto your ONE DRIVE- SUBMIT link to NLEARN
4. Write a reflective essay\* on the process - SUBMIT to NLEARN

**Your reflective essay should include the following points:**

* **What (Description)**

Recall the interview and write it down descriptively.

● What happened?

● Who was involved?

* **So what? (Interpretation)**

Reflect and interpret the interview.

● What is the most important / interesting aspect of the interview?

● How is it similar to/different to what you have learnt/ already know on the topic?

* **What's next? (Outcome)**

Conclude what you have learnt from the interview and how you can apply it.

● What have I learned?

● How can it be applied in the future?

**Format of the Reflective Essay:**

Font : Times New Roman

Font size : 12

Paragraphing : 1.5

Word limit : 2 pages

Headings : Times New Roman / 14 / Bold

Subheadings : Times New Roman / 12 / Bold

**Evaluation Criteria:**

|  |  |  |
| --- | --- | --- |
| **Conducting the Interview - Practical Component - 10%** | | |
| **Greetings & Introductions** | Interviewer opens the interview with appropriate greeting (in a professional manner), briefly introduces himself/herself, handles small talk, and smoothly transitions to the Interview proper | **2%** |
| **Question Delivery and Transitions** | Interviewer politely questions the interviewee, does not rush or interrupt the interviewee. And is able to smoothly go through the list of questions. | **3%** |
| **Closing and Courtesies** | Interviewer ends the interview on a positive note, thanks interviewee for time and opportunity. | **2%** |
| **Use of Language** | Interview carried conversation in English. The language used was well structured, cohesive and comprehensive, with little to no grammatical errors. | **3%** |
| **Conducting the Interview - Written Component - 10%** | | |
| **Reflective Essay** | All components of the reflective essay are covered. Written in a simple, cohesive manner, with little to no grammar errors. | **10%** |

**!!IMPORTANT!!** Please note these professionals have volunteered their time to accommodate you, thus, it is very important that you maintain professionalism and courtesy throughout the entire process.

**Assignment 2 – PowerPoint Presentation (GROUP ASSIGNMENT) (20%)**

**Deadlines: 3rd & 10th July 2022**

**Presentation**

Conduct a PPT presentation on a topic that is contemporary and appropriate to your subject matter.

Instructions:

* Duration of the presentation should be 15-20 minutes
* A group should consist of 5 - 8 members only (under no circumstances should a group exceed more than 8 members)
* Use any other visual aids as appropriate
* A list including the names and student ID numbers of the group members should be handed to the examiner on the day of the presentation. Please include each group member’s contribution as well.

**Evaluation Criteria - 20%**

|  |  |
| --- | --- |
| Presentation skills (body language, stage presence, presentation techniques) – individual component | 05% |
| Language and Speaking skills (grammar, pronunciation, vocabulary, voice modulation, intonation) - individual component | 05% |
| Structure and Content (group component) | 05% |
| Creativity - Visual aids utilized | 05% |

# a. Assessment Feedback

Feedback is an important element in this module. Each student/ group of students will be assessed as per the criteria mentioned in the feedback form.

**Feedback Form**

Assignment:

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Student Number** | **Name** | **Signature** |
| 01 |  |  |  |
| 02 |  |  |  |
| 03 |  |  |  |

## 3.3 Submission of Assessments

Student should ensure that all assessments are submitted with the completed assignment cover sheet as appropriate to the School of Business Program Office on/ before the deadline. The assignment cover sheet will be uploaded to the e-learning (LMS) system.

The report hardcopies should be prepared in an environmentally friendly form.

## 3.4 Failure to meet the assessment deadlines

Any option for late assessment submission must be discussed and agreed upon with the module lecturer. Student/s will be compromised with marks (lack of timeliness) otherwise.

## 3.5 Scholarly writing and plagiarism

Student should ensure use of proper referencing throughout all their work.

Accepted referencing guidelines -

<https://www.brunel.ac.uk/__data/assets/pdf_file/0020/161471/Harvard-Guide.pdf>

Failure to acknowledge other’s work or coping is viewed as plagiarism and is not allowed. Any issues of plagiarism and any form of academic dishonesty are treated very seriously.

# 4 Module Resources

## 4.1 Learning Management System

LMS is the main repository for module resources and it is important that you visit the module page regularly.

## 4.2 Required Reading

|  |
| --- |
| Monipally, M. & Pawar, B. S. (2010). *Academic Writing: A Guide for Management Students and Researchers,* Response Books, New Delhi.  Giltrow, J. Gooding, R. Burgoyne, D. & Swatsky, M. (2009). *Academic Writing: An Introduction (*2nd ed.). Broadview Press. Canada.    Hewings, M. (1999). A*dvanced English Grammar: A Self-Study Reference and Practice Book for Advanced South Asian Students: With Answers.* Cambridge University Press. New Delhi.  Bandara, R. (2008). *A Practical Guide to Academic Writing.* Karunarathne & Sons, Homagama.  Mascull, B. *Business Vocabulary in use: Elementary to Pre –Intermediate* (2nd ed.)  Swales, J. & Feak, C. (2011). *Academic Writing for Graduate Students: Essential Tasks and Skills.* Ann Arbor: Michigan University Press.  Truss, L. 2004. Eats, Shoots & Leaves. London: Profile Books. |

# 5 Module Delivery

|  |  |  |
| --- | --- | --- |
|  | Name | E-mail |
| Module Leader | Gayanthi Mendis | gayanthi.m@nsbm.ac.lk |