



Module Handbook

Module Code: EL101.1

Module Name: Academic Writing and Communication Skills

A large, abstract geometric graphic at the bottom of the page. It consists of several overlapping, semi-transparent blue and grey rectangular blocks of various sizes and orientations, creating a 3D effect. The blocks are arranged in a way that they appear to be floating or stacked. The year "2024" is printed in a black, sans-serif font on one of the blue blocks.

2024

1. Introduction to the Module

Module Title: Academic Writing and Communication Skills					
Year	01	Semester	01	Credit Points	01

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	01
Contact Hours	30
Practical/Tutorial Hours	
Independent Study Hours	120
Total Learning Hours	150

2. Session Plan

Session	Topic
Session 01	Introduction to the course, assessments, groupings, and initial discussions
Session 02	Introduction to academic writing and effective communication
Session 03	Business emails
Session 04	Interview skills
Session 05	Non-verbal communication
Session 06	Barriers to communication
Session 07	Academic presentations
Session 08	Business letters
Session 09	Paragraph writing
Session 10	Paraphrasing and Summarizing
Session 11	Memos
Session 12	Meeting techniques
Session 13	Academic essays & referencing
Session 14/ 15	Revision – Model Paper Discussion

3.0 Assessments 3.1 Assessment Details

Assessment	Task	Assessment Description	Weighting (%)	Due Date
Mid Evaluation	Interviewing a professional	Refer below for details	25%	30 th June 2024
	Spot Tests	Refer below for details	25%	Every Session
Examination	Final Exam	Refer below for details	50%	TBC

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

Assignment 1 – Interviewing a Professional (GROUP ASSIGNMENT) (25%)

Interview Duration : 15-20 minutes
Deadline : 30th June 2024
Mode : Online (ZOOM)
Group size : 10 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:

3.1. What inspired you to join the X Industry?

- 3.2. What other interests do you have?
- 3.3. Who is your role model and why?
- 3.4. 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 recording, 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**

Evaluation Criteria:

Email, Questions and Pre-Interview Preparations 10%		
Conducting the Interview - Practical Component - 15%		
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	3%
Question Delivery and Transitions	The interviewer politely questions the interviewee, does not rush or interrupt the interviewee. And is able to smoothly go through the list of questions.	5%
Closing and Courtesies	Interviewer ends the interview on a positive note, thanks interviewee for time and opportunity.	3%
Use of Language	Interview carried conversation in English. The language used was well structured, cohesive and comprehensive, with little to no grammatical errors.	4%

Assignment 2 – Spots Tests (Individual) 25%

Deadlines: End of every session (Commencing from Session 02 onwards)

Students will be expected to listen intently to the lecture session, take notes and be prepared to answer a quick test at the end of every lesson.

The test will be conducted in the following manner:

1. This will be an individual, in class assignment.
2. Students will require paper and a pen.
3. The lecturer will present the question on the projector.
4. Students will be allocated a limited time, ranging from 10-20 minutes to read and respond to the question, depending on the requirements and level of complexity.
5. Students MUST ensure to clearly write their NAME and STUDENT ID number on the answer sheet.
6. Once completed, students will continue to peer mark. The peer marker MUST clearly indicate their NAME and STUDENT ID number.
7. ALL papers will then be collected by the lecturer.

It is compulsory that ALL students complete these tests in order to be eligible to sit for the examination. All questions will strictly be conducted manually, and thus, require 100% of the students' focus and attendance in class.

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 copying 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). *Advanced 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*. Karunaratne & 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.

4.3 Module Delivery

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