

Title:	Communication Dynamics - Maximise your Personal Effectiveness APPROVED
Long Title:	Communication Dynamics - Maximise your Personal Effectiveness
Language of Instruction:	English
Module Code:	H8CDY
Credits:	5
NFQ Level:	LEVEL 8
Field of Study:	Management and administration
Module Delivered in	no programmes
Module Coordinator:	EUGENE O'LOUGHLIN
Module editor:	EUGENE O'LOUGHLIN
Teaching and Learning Strategy:	This focus of this module is the practical application of the theories through experiential learning. Students actively participate in: • Focused group discussions • Individual and team presentations • Skills practice and structured feedback • Reflective analysis
Learning Environment:	Classes will be conducted in the Executive Education suite of classrooms at the National College of Ireland, or at the training premises of the Irish Computer Society. Learning will take place in classrooms with wireless access to IT resources. Learners will have access to library resources, both physical and electronic, and to Faculty outside of the classroom where required. Module materials will be placed on Moodle, the College's content management system.
Module Description:	It is widely acclaimed by business psychologists, that while technical expertise is fundamental for business success, effectively communicating the expertise is critical to success. Business analysts communicate with various stakeholders through a range of communication forums. Effective communication relies on the business analyst's ability to maximise their personal impact in both everyday, and especially, challenging interactions.
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	Critically evaluate the strengths and limitations of various communication
LO2	Enhance personal impact through fundamental communication skills
LO3	Facilitate and chair successful meetings
LO4	Deliver a powerful presentation with conviction and confidence
LO5	Follow a pragmatic structure to write professional business correspondence
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is required before enrolment on this module. While the prior learning is expressed as named NCI module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
No recommendations listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed. You may not enrol on this module if you have not acquired the learning specified in this section.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

The Role of the Consultant

- Interpersonal skill set required for successful business analysis
- Overcoming potential barriers to clear communication

Alternative Consultancy Styles

- Facilitator style
- Coaching style
- Advisory style

The Consultancy Process

- Building rapport and trusting relationships
- Contracting and clarifying expectations
- Giving and receiving feedback
- Problem solving

Principles of Written Communication

- Basic principles of clear writing
- Speaking to the reader
- Structure of reports
- Use of graphics and tables

The Presentation Process

- Knowing your target audience
- Structure of a presentation
- Pacing the presentation
- Use of presentation tools
- interpersonal styles
- Engaging your audience

Interactive Skills

- Interpersonal psychology
- Stimulation and feedback
- Handling questions
- Dealing with criticisms
- Listening and questioning techniques

Interpersonal Communication

- Psychological principles underpinning interpersonal communication
- Meetings
- Interviews
- Negotiation and problem resolution

Assessment Breakdown

	%
Coursework	100.00%

Full Time

Coursework

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Presentation	In your team prepare and deliver a presentation that you would deliver to your senior management team on your topic. Each person must present for five minutes. You are graded individually. You are working as a team and your presentation must demonstrate that this is a team project. Presentations that are graded over 70 percent	1,2,3,4	50.00	n/a
Project	Describe a positive or negative interaction you had with a customer in the past. (Use a real example). Relate the behaviour you demonstrated to the theories covered on module one. On reflection, what would you do differently and why? What would do the same and why? This assignment is based on a real interaction you had with a customer/colleague. Please ensure absolute discretion by changing the names of party in your assignment.	1,2,5	50.00	n/a

No End of Module Assessment

No Workplace Assessment

Reassessment Requirement

Repeat failed items

The student must repeat any item failed

NCIRL reserves the right to alter the nature and timings of assessment

Module Workload

This module has no Full Time workload.

Workload: Part Time

<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	No Description	28	Per 15 week block	1.87
Independent Learning	Independent Learning	97	Per 15 week block	6.47
Total Hours				125.00
Total Weekly Learner Workload				8.33
Total Weekly Contact Hours				1.87

Module Resources

Recommended Book Resources

McClave, H 2008, *Communication for Business*, 4th Ed., Gill & Macmillan [ISBN: 0717144550]

Bradbury, A. 2010, *Successful Presentation Skills (Sunday Times Creating Success)*, Kogan Page [ISBN: B00SLTOMAG]

Supplementary Book Resources

Covey, S. 2004, *The Seven Habits of Highly Successful People*, Simon & Schuster Ltd [ISBN: 0684858398]

Kuiper, S. 2012, *Contemporary Business Reports*, South-Western College Publishing [ISBN: B00OX8R0CG]

Senge, P.M. 1994, *The Fifth Discipline Fieldbook: Strategies for Building a Learning Organization*, Nicholas Brealey Publishing [ISBN: 1857880609]

Templar, R. 2010, *The Rules of Work, Expanded Edition: A Definitive Code for Personal Success (Richard Templar's Rules)* [ISBN: B00HTDGCFI]

This module does not have any article/paper resources

This module does not have any other resources

