



# Module Guide:

## 1.3 Communication

Programme: BA (Hons) Professional Management

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## Module details

**Module title:** Communication  
**Module code:** 1.3  
**Module level:** 4  
**Credit value:** 20  
**Assessment:** Assignment, reflective review, portfolio evidence  
**Learning duration:** 7 weeks

### Introduction

Welcome to this module on Communication. This is your reference guide to the content and assessment of this module.

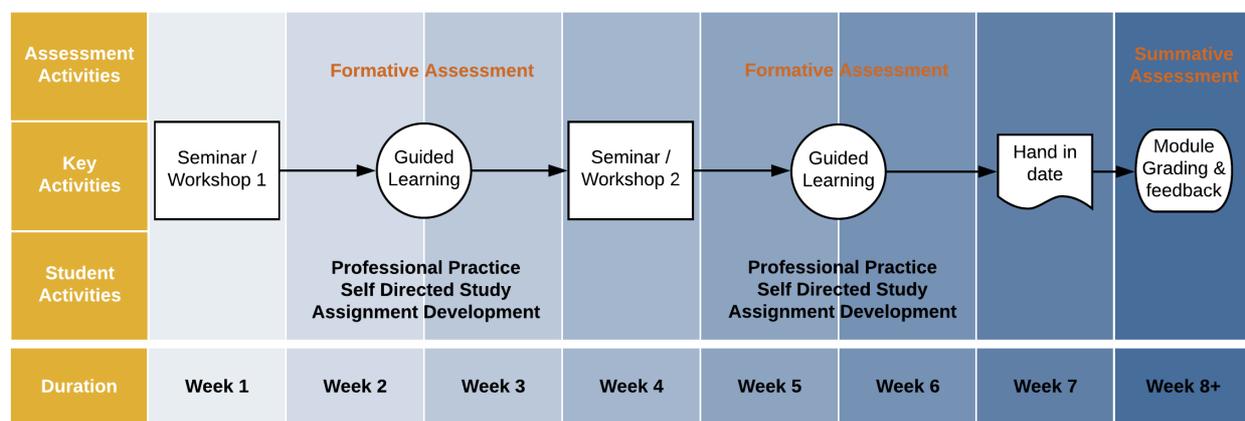
By successfully completing this module, you will be able to:

- 1.3 (1) Evaluate methods and channels of communication that can be applied within different workplace situations
- 1.3 (2) Analyse interpersonal and communication skills across a range of work related contexts
- 1.3 (3) Demonstrate the ability to manage and chair meetings, presenting clearly any actions and outcomes
- 1.3 (4) Apply influencing and persuasion skills to interactions across a range of work related activities

In order to achieve these learning outcomes, you will need to demonstrate your knowledge and experience as a manager or leader and provide evidence of reflection. Your tutor is there to guide and support you throughout this module, offering advice and guidance where applicable.

## Learning strategy

The learning outcomes will be achieved through a combination of seminars, workshops, tutorials, self-directed study, professional practice and reflective review. The learning journey for this module is illustrated below:



## Module guidance

In order to complete this module, you will be required to provide the following:

1. A written report of no more than 1500 words
2. Two reflective accounts of your personal practice as a manager or leader when communicating information
3. Three pieces of portfolio evidence consisting of:
  - Observation report based on your performance in the workplace
  - Witness statement in relation to communication in your workplace
  - Work product evidence based on communication within your organisation

## Assessment guidance

This module will be assessed through an assignment (report) on understanding different forms of communication in a range of settings. Students will also carry out self-reflection on their own communication style, specifically relating to influence and persuasion skills and identify areas for improvement and best practice. Finally, a portfolio of evidence demonstrating your ability to manage and chair meetings, presenting clearly any actions and outcomes, will be collated from items such as observations, witness statements, peer feedback and review, reports, assignment and coaching notes.

The table below provides an overview of the assessments and how they will be used towards your overall module grade.

Components	Assessment method	Learning outcome	Overview of activity	Marking scheme
Assessment 1	1. Assignment (report)	1.3 (1) 1.3 (2)	Complete a report of no more than 1500 words on understanding communication in a range of settings.	Marked and graded (40% pass mark)
Assessment 2	1. Reflective review 1 2. Reflective review 2	1.3 (4)	Two reflection activities, one on the use of influencing and one on persuasion skills.	Threshold (A pass must be achieved)
Assessment 3	Portfolio evidence 1. Observation 2. Witness statement 3. Work product evidence	1.3 (3)	Compile evidence for your portfolio in order to demonstrate your performance within meetings.	Threshold (A pass must be achieved)

You will be required to complete all 3 components and achieve a pass for each in order to successfully complete this module.

## Before you start....

### What is expected of you:

- Read through and make sure you understand the requirements of the module. Please feel free to ask your tutor any questions if you are not sure or require further clarification. This can be done in person, by email or telephone.
- Ensure that you are aware of hand in dates for your work. If you feel you will not be able to meet these deadlines, please discuss with your tutor who may be able to arrange for an extension. It is essential that you allow time for this and not leave it until the last moment unless of extenuating circumstances.
- Always keep a soft or hard copy of your work.
- Ensure you have completed your individual self-reflections.
- Ensure you have completed all tasks within the allocated timescale. It is highly recommended that you attend the tutorial sessions and keep in touch with your tutor who will support you through your module. If we are not aware of problems you may be having, we will not be able to help you.
- Throughout this module, there will be a need for both group working activities and individual work

## Assessment 1

**Assessment type:** Assignment (report)

**Learning outcome:** 1.3 (1) Evaluate methods and channels of communication that can be applied within different workplace situations.  
1.3 (2) Analyse interpersonal and communication skills across a range of work related contexts.

**Overview:** Complete a written report on communication within the workplace.

**Marking scheme:** Marked and graded

### Task

You are required to complete a report of no more than 1500 words based on a scenario as detailed below and demonstrating your reading of communication skills. This should be presented electronically in Microsoft Word format, and include:

- Referencing in the Harvard style
- A full reference list
- A demonstration of research you have carried out

### Your report should provide a response to the following scenario:

You have been discussing communication with a colleague who is experiencing difficulties in communicating effectively. They have asked for your advice and you have agreed to provide guidance giving practical examples that you have found successful.

Produce a report identifying five different communication methods that you use to share information within the workplace. For each of the five methods:

1. Identify the communication methods that could be used and support this with theory. (500 words)
2. Identify your target audience. (200 words)
3. Explain and evaluate why this is the best method for the target audience identified, describing advantages and disadvantages. (800 words)

## Marking and grading

Your assignment will be marked and graded in line with UCQ's marking and grading guidelines which are in your student handbook. Specific to this task, you will be scored on the task elements detailed above, and summarised as follows:

1. Report structure and inclusion of the specified elements (word count, spelling and grammar, referencing and bibliography)
2. Identification of appropriate communication methods for the workplace
3. Clear identification of the target audience and justification of the choices
4. Explanation and evaluation of the chosen communication methods

In order to be awarded the credits for this assessment, you will need to achieve a minimum pass of 40%. A summary of the specific criteria that will be used to grade your work is shown in the table below.

Grade type	Grade criteria	% band
Excellent pass	<ul style="list-style-type: none"> <li>• Excellent structure of the report including all required elements to a very high standard with little or no errors.</li> <li>• Identification of 5 or more communication methods with in-depth justification of their appropriateness for the workplace.</li> <li>• Identification of 5 or more target audience groups and full justification for the choices.</li> <li>• Excellent explanation with first-rate evaluation of the chosen communication methods.</li> </ul>	70%+
Very good pass	<ul style="list-style-type: none"> <li>• Very good structure of the report including all of the specified elements to a high standard with only a few minor errors.</li> <li>• Identification of at least 4 communication methods with a strong justification of their appropriateness for the workplace.</li> <li>• Identification of at least 4 or more target audience groups and justification for the choices.</li> <li>• Very good explanation with a strong evaluation of the chosen communication methods.</li> </ul>	60%-69%
Good pass	<ul style="list-style-type: none"> <li>• Good structure of the essay including most of the specified elements to a good standard, but with some minor errors.</li> <li>• Identification of at least 3 communication methods with a sound justification of their appropriateness for the workplace.</li> <li>• Identification of 3 or more target audience groups and a good attempt at justifying the choices.</li> <li>• Good explanation with a valid evaluation of the chosen communication methods.</li> </ul>	50%-59%
Pass	<ul style="list-style-type: none"> <li>• Satisfactory structure of the essay but a failure to include some of the specified elements with a number of errors present.</li> <li>• Identification of more than 1 communication method with an adequate but insubstantial justification of their appropriateness for the workplace.</li> <li>• Identification of more than 1 more target audience group and an acceptable but weak justification for the choice(s).</li> <li>• Satisfactory explanation with a reasonable attempt at evaluating the chosen communication methods.</li> </ul>	40%-49%
Fail	<ul style="list-style-type: none"> <li>• Poor structure of the essay with a failure to include most of the specified elements with errors present throughout.</li> <li>• Identification of only 1, or no attempt at identifying communication methods with an unsatisfactory attempt at justification of appropriateness for the workplace.</li> <li>• Identification of only 1, or no attempt at identifying a target audience group and little or no evidence of a justification for the choice.</li> <li>• A limited or poor explanation with no or a poor attempt at evaluating any communication methods.</li> </ul>	0%-39%

## Assessment 2

- Assessment type:** Reflective review
- Learning outcome:** 1.3 (4) Apply influencing and persuasion skills to interactions across a range of work related activities.
- Overview:** Two reflection activities, one on the use of influencing and one on persuasion skills.
- Marking scheme:** Threshold (A pass must be achieved)

### Task

You are required to complete two separate reflective reviews that demonstrate your practice as a manager, reflecting on your practice and what you would do differently if you could have the same experience again. A template will be provided for this asking you to discuss an experience, reflect on this experience, learn from the experience and then plan and try out what you have learned. There is no formal word count for this task, but as a guide, 500 words for each review would be appropriate.

1. Reflect on your practice as a manager or leader in relation to persuading your team or individuals. Demonstrate your ability to persuade using interpersonal skills, effective use of communication, body language, presentation and assertiveness techniques. Demonstrate what you believe went well and what could be improved and reflect on what you would do differently should you have the same situation again.
  
2. Reflect on your practice as a manager or leader in relation to how you have applied influencing with your team or individuals. Reflect on how your own personal behaviour, attitude and communication level can influence teams and individuals as well as impact on team moral and the atmosphere of the team.

### Marking and grading

Your reflective reviews are required to be passed. All of the criteria stated in the table below must be met in order to achieve a pass.

Component	Criteria
Presentation of your reflective review	<ul style="list-style-type: none"> <li>▪ Use of a clear structure</li> <li>▪ Accurate spelling and grammar</li> <li>▪ Visually appealing presentation</li> </ul>
Summary of new learning	<ul style="list-style-type: none"> <li>▪ Personal account that is informed from reading/theory</li> <li>▪ Accurately referenced</li> </ul>
Reflective review content	<ul style="list-style-type: none"> <li>▪ Appropriate to module</li> <li>▪ Your own personal experience</li> <li>▪ Reflecting on situation and discussing it</li> </ul>
Personal action plan	<ul style="list-style-type: none"> <li>▪ Clear structure</li> <li>▪ Accurate spelling and grammar</li> <li>▪ SMART objectives for personal action plan</li> <li>▪ Review period for action plan</li> <li>▪ Linked to ongoing personal development</li> </ul>

## Assessment 3

**Assessment type:** Portfolio evidence

**Learning outcome:** 1.3 (3) Demonstrate the ability to manage and chair meetings, presenting clearly any actions and outcomes.

**Overview:** Compile evidence for your portfolio in order to demonstrate your performance within meetings and how you apply your skills to those situations.

**Marking scheme:** Threshold (A pass must be achieved)

### Task:

You are required to complete portfolio tasks and collect evidence to demonstrate your knowledge and understanding of the subject area. Each of the 3 individual tasks are detailed below.

#### 1. Observation

Arrange for a formal observation to take place with your tutor. This will take place in your workplace and observe you in your role at meetings, carrying out your daily work as a leader or manager.

The focus of the observation will be to see that you can demonstrate the ability to manage or chair meetings.

This observation will last for approximately one hour and will result in a written report being produced by your tutor.

### Marking and grading

This element is required to be passed. All of the criteria stated in the table below must be met in order to achieve a pass.

Component	Criteria
Managing or chairing meetings	Demonstrate that you can manage or chair meetings using a range of communication techniques including the use of open and closed questions.
Use of appropriate communication	Show that you can present information to others within a group situation in a way that uses the most appropriate communication methods.

#### 2. Witness statement

Your witness statement is part of your portfolio evidence and should demonstrate your ability in tasks and undertakings that you carry out as part of your role as a manager and leader.

You are required to ask for a witness statement from one of the following people within your organisation:

- Your direct line manager
- A senior manager
- A member of your team that you lead or manage
- A customer with whom you have a recent working relationship

A sheet of questions and guidance will be provided and you should give this to a peer who should complete it, providing constructive feedback about you, relating to a specific example where you have demonstrated communication skills.

Following receipt of the witness statement, you should analyse and reflect on it. Finally, you will be required to draw up an action plan on how you intend to develop any areas that have been identified as learning opportunities.

### Marking and grading

This element is required to be passed. All of the criteria stated in the table below must be met in order to achieve a pass.

Component	Criteria
Witness statement	<ul style="list-style-type: none"> <li>• An appropriate person is selected, and then completes the witness statement</li> </ul>
Analysis	<ul style="list-style-type: none"> <li>• Analysis of the witness statement documented in a structured and logical manner</li> </ul>
Personal action plan	<ul style="list-style-type: none"> <li>• Clear structure</li> <li>• Accurate spelling and grammar</li> <li>• SMART objectives for personal action plan</li> <li>• Review period for action plan</li> <li>• Linked to ongoing personal development</li> </ul>

### 3. Work product evidence

You will be asked to gather a range of evidence that has naturally occurred in the workplace as a result of day to day activities taking place, specifically related to meetings. The purpose of gathering this evidence is so that you can demonstrate a range of communication techniques that you have used when taking part in meetings as well as managing and chairing them.

The evidence you chose to gather is at your discretion, but typically evidence may include:

- Minutes from meetings
- Actions resulting from meetings
- Monitoring actions for progress and completion
- Preparing meeting agendas
- Written notes you have made during meetings
- Presentations that you have carried out as part of meetings
- Evidence of organising meetings such as planning times, rooms, invites to attendees and how this was organised and coordinated

In all instances, the evidence must show your own individual contribution and how you have used a range of communication methods. Against each item of evidence, you should provide a brief description and a justification of why you have included it to demonstrate your skills.

## Marking and grading

This element is required to be passed. All of the criteria stated in the table below must be met in order to achieve a pass.

Component	Criteria
Gathering of evidence	At least 3 separate pieces of evidence have been gathered and described.
Justification	Each piece of evidence has had its inclusion justified in terms of how it demonstrates communication skills.

## Module reading list

Bell, J. (2014) *Social intelligence: A practical guide to social intelligence: Communication skills - social skills - communication theory - emotional intelligence* -. United States: Createspace 23 December.

Bennis, W.G. (2009) *On becoming a leader*. 20th edn. New York: Basic Books 10 February.

Boddy, D. (2014) *Management: An introduction, by David Boddy - with MyManagementLab*. 6th edn. Harlow: Pearson Education 6 January.

Huczynski, A.A., Buchanan, D.A. and Cranfield (2013) *Organizational behaviour*. 8th edn. Harlow, United Kingdom: Pearson Education 25 July.

Kuhnke, E. (2012) *Communication skills for dummies*. United States: Wiley, John & Sons 23 November.

Pearce, B.W. (1989) *Communication and the human condition*. New York, NY, United States: Southern Illinois University Press 31 December.