

BU6008

## Applied Communication



**Course Aim** This course introduces the models and technologies used to enable effective communication in business contexts.

**Short Title**

**Faculty** Business

**Polytechnic Level**

**Credits** 15

**Pre-requisites** Nil

**Co-requisites** Nil

**Anti-requisites** BSB5008

**Version** 1

**Effective From** 1st September, 2016

**Indicative NQF Level** 6

**Student Contact hrs** 60

**Self-directed hrs** 90

**Other directed hrs** 0

**Total learning hrs** 150

**Learning**

**Outcomes**

- On successful completion of this course, students will be able to:
- 1 Apply business communication models to ensure effective business communication
  - 2 Implement strategies to enable effective group communication
  - 3 Apply audience focused strategies to business communication
  - 4 Analyse the impact of technology on business communication
  - 5 Demonstrate appropriate use of workplace skills and technology

**NQF Sub-strand**

Theoretical  
Understanding  
Generic, Problem  
Solving and  
Analytical Skills  
Practical  
Application of  
knowledge  
Practical  
Application of  
knowledge  
Autonomy,  
Responsibility,  
Context