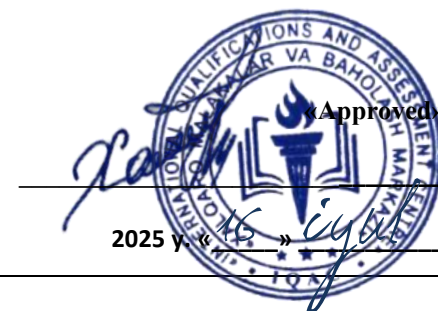




**INTERNATIONAL QUALIFICATIONS
AND ASSESSMENT CENTRE (IQAC)**



Programme	Level 3 International Foundation Year Diploma in Business		
Unit Number/ Unit Title	Unit 2 Business Communication		
Cohort Code:	L03BCM-U2		
Unit Level	3		
Total GLH	Total qualification time 200/ Total Guided learning hours 90/ Self-guided learning hours 110		
Credits	20 CATS/ 10 ECTS		
Lecturer			
Start Date		End Date	

Unit Aims	This unit aims to provide students with a comprehensive understanding of business communication and its importance in professional environments. Students will explore key concepts, principles, and channels of effective communication within a business context, including verbal, non-verbal, written, and digital communication. The unit aims to equip students with the knowledge and practical skills necessary to convey information clearly, professionally, and persuasively, while addressing real-world aspects such as presentations, report writing, teamwork, intercultural communication, and communication technologies.
Differentiation Strategies <i>(e.g. planned activities or support for individual learners according to their needs)</i>	The total number of students to be in the lesson is 13. This is a multicultural group of students predominantly are at the ages of 16-17, with numerous ethnic, gender, and creed background. These are level 3 students; hence it is assumed that they have practical, theoretical, or technological knowledge and understanding of a subject or field of work to find ways forward in broadly defined, complex contexts. These students must be able to generate information, evaluate, synthesise the use information from a variety of sources. Various approaches to addressing the various identified students needs will be adopted throughout the lesson. Such will include:-

	<ol style="list-style-type: none"> 1. Progressive tasks 2. Digital resources 3. Verbal support 4. Variable outcomes 5. Collaborative learning 6. Ongoing assessment 7. Flexible-pace learning
Equality & Diversity	Variety of teaching techniques will be employed to ensure that the needs of each individual learner are met.
Safeguarding & Prevent	Safeguarding policies and the Prevent duty are strictly observed to ensure the safety, well-being, and inclusivity of all students and staff.
Health & Safety	SIRM H&S policies will be maintained.
Learning Resources	Teaching and Learning Materials
	<ul style="list-style-type: none"> • Guffey, M. E., Loewy, D., & Almonte, R. (2017). "Essentials of Business Communication." Cengage Learning. • O'Hair, D., Wiemann, M., & Mullin, D. (2015). "Real Communication: An Introduction." Bedford/St. Martin's. • Bovee, C. L., & Thill, J. V. (2018). "Business Communication Today." Pearson. • Locker, K. O., & Kaczmarek, S. T. (2017). "Business Communication: Building Critical Skills." McGrawHill Education. • Gerson, S. J., & Gerson, S. M. (2016). "Technical Writing: Process and Product." Pearson.

Learning Outcome	Assessment Criteria
LO1. Learner Will Be Able to Understand the Basics of Business Communication	1.1: Define the fundamental concepts of business communication, including its purpose and importance in organizational settings. 1.2: Identify various forms of business communication, such as written, oral, and electronic communication
LO2. Learner Will Be Able to Demonstrate Effective Written Communication Skills	2.1: Write clear and concise business documents, such as emails, memos, and reports. 2.2: Demonstrate proficiency in using proper grammar, punctuation, and formatting in written communication. 2.3: Tailor written messages to different audiences and purposes.
LO3. Learner Will Be Able to Exhibit Proficiency in Oral Communication	3.1: Deliver effective oral presentations using appropriate verbal and nonverbal communication techniques. 3.2: Engage in active listening during business meetings and discussions. 3.3: Demonstrate effective interpersonal communication skills in various business contexts.
LO4. Learner Will Be Able to Employ Communication Technologies Effectively	4.1: Utilize communication technologies, such as email, video conferencing, and collaboration tools, for efficient business communication. 4.2: Evaluate the advantages and disadvantages of different communication technologies. 4.3: Demonstrate proficiency in using digital communication platforms.
LO5. Learner Will Be Able to Navigate Cross-Cultural Communication Challenges	5.1: Recognize and adapt to cross-cultural communication differences in a global business context. 5.2: Develop strategies for effective cross-cultural communication in diverse work environments. 5.3: Identify potential cultural barriers and implement solutions for successful communication.

No	Learning Outcome / Topic	Learning and Teaching Activities	Which assessment criteria does the session relate to?	Day/month/year / signature
1.	Introduction to Business Communication	<ul style="list-style-type: none"> • Overview of the course • Importance of communication in business • Types of business communication (internal vs. ex-ternal) 	LO1	
2.	Communication Process and Barriers	<ul style="list-style-type: none"> • Elements of the communication process • Common barriers to effective communication • Strategies to overcome barriers 	LO1	
3.	Professional Writing Skills	<ul style="list-style-type: none"> • Principles of clear and concise writing • Email etiquette and business correspondence • In-class writing exercises 	LO1	
4.	Report Writing	<ul style="list-style-type: none"> • Structure and components of a business report • Techniques for research and data presentation • Assign first report project 	LO1	
5.	Practice	<ul style="list-style-type: none"> • Analyzing a workplace communication scenario to identify key elements of the communication process and potential barriers. • Writing a professional business email with appropriate tone, format, and clarity. • Drafting a formal internal memo addressing a specific workplace issue. 	LO1	

6.	Non-Verbal Communication	<ul style="list-style-type: none"> • Types of non-verbal cues (body language, facial expressions) • Impact of non-verbal communication in the workplace • Role-playing exercises to practice 	LO2	
7.	Presentation Skills	<ul style="list-style-type: none"> • Fundamentals of effective presentations • Design tips for visual aids (PowerPoint, etc.) • Students prepare a short presentation 	LO2	
8.	Interpersonal Communication	<ul style="list-style-type: none"> • Active listening skills • Building rapport and trust in business relationships • Group activities to practice skills 	LO2	
9.	Practice	<ul style="list-style-type: none"> • Non-Verbal Cues Demo - Act out 3 emotions using only facial expressions and gestures; classmates guess each one. • Slide Design Challenge - Create one PowerPoint slide using visual design tips (e.g., minimal text, strong visuals, consistent font). • Mini-Presentation - Deliver a 1–2 minute presentation on a topic of your choice using clear structure: intro, main point, conclusion. • Trust Builder - In small groups, complete a quick problem-solving task that requires turn-taking and respectful input. 	LO2	
10.	Persuasion and Negotiation	<ul style="list-style-type: none"> • Techniques for persuasive communication • Basics of negotiation strategies <p>Case studies and role-play scenarios</p>	LO2	
11.	Cross-Cultural Communication	<ul style="list-style-type: none"> • Importance of cultural awareness in business • Strategies for effective communication across cultures • Group discussions on case studies 	LO3	

12.	Crisis Communication	<ul style="list-style-type: none"> Principles of crisis communication Developing a crisis communication plan Analyzing real-world examples 	LO3	
13.	Digital Communication	<ul style="list-style-type: none"> Impact of technology on communication Best practices for online communication (social media, remote work) Workshop on digital tools for collaboration 	LO3	
14.	Project	<ul style="list-style-type: none"> Students finalize their report and presentation projects Peer review sessions for feedback Instructor consultations 	LO3	
15.	Half-term Exam	<ul style="list-style-type: none"> Review of LO1 topics: Business Communication, Communication Process and Barriers, Professional Writing skills and Report Writing, Non-verbal communication, presentation skills, interpersonal communication, persuasions and negotiations Practice questions and mock assessment Half-term assessment based on LO1 (theory) 	LO3	
16.	Student Presentations	<ul style="list-style-type: none"> Students present their final projects Peer and instructor feedback	LO3	
17.	Brainstroming	<ul style="list-style-type: none"> Covering all learning outcomes (theory and practical elements) 	LO1, LO2, LO3	
18.	Feedback & Reflection	<ul style="list-style-type: none"> Review of key concepts covered Reflective discussion on personal growth in communication skills Course evaluations 		
19.	Ethics in Business Communication	<ul style="list-style-type: none"> Understanding ethical communication practices Analyzing ethical dilemmas in business Group discussion and case studies 	LO4	

20.	Leadership Communication	<ul style="list-style-type: none"> • The role of communication in leadership • Communicating vision and values • Motivating and inspiring teams 	LO4	
21.	Practice	<ul style="list-style-type: none"> • Identify the Ethical Issue - Read a short case and identify the ethical communication problem in 3–4 bullet points. • Group Discussion - In small groups, discuss a workplace scenario involving gossip or misinformation and suggest an ethical response. • Write a Leadership Message - Write a short motivational message (4–5 lines) to encourage your team after a setback. • Mini Role Play - In pairs, role-play a leader giving clear instructions and encouragement for a team task (10 minutes max). 	LO4	
22.	Public Speaking	<ul style="list-style-type: none"> • Techniques for effective public speaking • Overcoming fear and anxiety • Practicing delivery and receiving feedback 	LO4	
23.	Personal Branding	<ul style="list-style-type: none"> • Developing a professional identity • Networking strategies and relationship building • Online presence and personal branding 	LO4	
24.	Communication Technology	<ul style="list-style-type: none"> • Emerging communication technologies in business • Tools for remote communication and collaboration • Best practices for using technology in communication 	LO4	
25.	Practice	<ul style="list-style-type: none"> • One-Minute Talk - Deliver a 1-minute speech on a random topic using voice projection, eye contact, and clear structure. • LinkedIn Profile Mockup - Create a basic outline for your LinkedIn profile, including headline, summary, and skills 	LO4	

		<p>section.</p> <ul style="list-style-type: none"> • Tech Role-Play - In small groups, role-play a remote team meeting using an app (real or simulated), practicing virtual etiquette. 		
26.	Negotiation Skills	<ul style="list-style-type: none"> • Principles of negotiation • Strategies for successful negotiations • Role-playing negotiation scenarios 	LO5	
27.	Practice	<ul style="list-style-type: none"> • Know Your BATNA - Write down your Best Alternative to a Negotiated Agreement (BATNA) for a simple scenario like buying a used laptop. • Quick Strategy Match - Match 3 negotiation principles (e.g., win-win, active listening, separating people from the problem) with short examples. • Mini Negotiation Role-Play - In pairs, role-play a buyer and seller negotiating a price. Each has a goal and limit — try to reach a fair deal in 3 minutes. • Reflection Task - After the role-play, write 2 things you did well and 1 thing you could improve for future negotiations. 	LO5	
28.	Student Presentations	<ul style="list-style-type: none"> • Students present their final projects • Peer and instructor feedback 	LO5	
29.	Final Exam Preparation & Review			
30.	Final Exam			