



Module Title	Business Communication		
Module Code	BUS100		
Module Type	Compulsory	ECTS	6
Year / Semester	Year 1/Semester 1		
Module Purpose and Objectives	<p>This module equips students with essential communication skills for success in both domestic and international business environments. It emphasises practical proficiency in verbal and non-verbal communication, presentations, writing, and persuasion. Key areas of focus include interpersonal skills, business etiquette, professionalism, and business acumen. These skills are vital for effective interaction with colleagues, partners, and customers, enhancing career prospects in various industries, including hospitality.</p>		
Learning Outcomes	<p>By the end of this module, students will be able to:</p> <ul style="list-style-type: none"> ● Stress the importance of Business Communication. ● Enhance communication skills for effective presentations, meetings, and discussions. ● Compose concise and clear business correspondence. ● Develop the ability in adjusting communication methods in order to understand and collaborate with diverse cultures in the workplace. 		
Module Content	<p>Our Business Communication module covers vital topics such as managerial communication in hospitality, oral and non-verbal communication skills, business etiquette, and cultural diversity. Emphasising practical skill acquisition, participants engage in activities such as business presentations, email composition, and ethical discussions.</p>		
Assessment	<p>Assessments will be an individual presentation and quiz, with the final grade including semester attendance and participation.</p>		