

**NEW ZEALAND INSTITUTES OF TECHNOLOGY AND POLYTECHNIC
QUALIFICATIONS IN INFORMATION & COMMUNICATIONS TECHNOLOGY**

PRESCRIPTION: BC600 BUSINESS COMMUNICATION

AIM OF MODULE:	To enable students to understand and demonstrate more advanced communication strategies, both interpersonal and written, that are relevant to the New Zealand business environment.
CREDITS:	7
STUDENT LEARNING HOURS:	70
CONTENT REVISED:	1998
PRESCRIPTION EXPIRY DATE:	November 2013

Level and Assessment Schedule

TOPICS	Highest Skill Level				Suggested Assessment Percentage
	R	C	A	P	
1. Presentation Skills			*		15
2. Consultation			*		20
3. Conflict Resolution			*		15
4. Negotiation			*		15
5. Group Roles			*		15
6. Project Proposals			*		20
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LEARNING OUTCOMES

The student will:

- 1 Demonstrate effective presentation techniques including the use of electronic aids on both spontaneous and preplanned topics.
- 2 Demonstrate an ability to use a consultative process and to make informed decisions as a result of that process.
- 3 Understand the principles of conflict resolution and demonstrate an ability to resolve conflict in a sensitive and productive manner.
- 4 Understand the principles of negotiation and demonstrate an ability to negotiate a settlement to a problem.
- 5 Demonstrate an understanding of and recognise the roles people play in groups and how these roles can be channelled for productive use.
- 6 Write a project proposal for a specific project to conform to acceptable business standards.

CONTENT

1 PRESENTATION SKILLS

- This should include the use of key ideas/prompts, the integration of support material with the delivery, establishing a relationship with the audience, appropriate body language/non verbal communication, persuasive speaking, etc. The use of graphics and contemporary information gathering skills and interactive presentation techniques, including audience feedback, should also be included.

2 CONSULTATION

- This should include choosing appropriate sources of information, understanding the task, formulating appropriate questions, soliciting information, recording information, appraising information, drawing conclusions, making decisions and presenting those decisions positively.

3 CONFLICT RESOLUTION

- This should include common causes of conflict, the establishment of the issue, the cause, the possible solution, the negotiation of appropriate solution, and the implementation of a solution to have a win/win situation. This may include the basic principle of transactional analysis. Although the content may seem similar to problem solving, the emphasis must be on the personal and be demonstrated in a productive manner.

4 NEGOTIATION

- This should include the negotiation process, the required preparation, the invitation to negotiate, the bargaining and agreement stages. The emphasis in the assessment should be on role-play as opposed to a paper exercise.

5 GROUP ROLES

- This should include leading a group discussion and could be in a meeting or a forum.

6 PROJECT PROPOSAL

- This should include identification and definition of the need/problem, workable solutions, benefits of solutions, connection of the solution to the situation, implementation of the solution and the writing of the proposal.