

# LISYS7248 Communication in Business

## Course Descriptor

Course code	LISYS7248	Discipline	Computer and information systems
UK Credit	15	US Credit	N/A
FHEQ level	7		
Pre-requisites	None		
Co-requisites	None		

### Course Overview

This course explores a range of communication methods used in business and the digital sector. These include technology roadmaps, business reports, digital solution documentation and management-level presentations. Learners will explore how to use design principles to communicate complex concepts and technical detail in a way that is clear, structured, engaging, and suitable for diverse audiences and stakeholders. Communication strategies are based on principles from art, design, psychology and information technology.

### Learning Outcomes

On successful completion of the course, learners will be able to:

#### Knowledge and Understanding

- K1d Systematically understand and apply the design principles and techniques used to develop high-quality, professional visual, oral and written media for business.
- K2d Systematically understand and apply how to design accessible communication media for specialist and non-specialist audiences.
- K3d Conceptually understand, design and develop technology roadmaps to communicate data lifecycles and identify emerging trends.

### Subject Specific Skills

- S1d Critically evaluate different design approaches and communication techniques used in business.
- S4d Demonstrate sound judgement in the development of professionally presented, well-structured material for business that embeds ethical considerations and reflects the principles of diversity, equity and inclusion (DEI).

## Transferable and Professional Skills

- T1d Act autonomously in planning and implementing tasks at a professional level.
- T2dii Consistently apply an excellent level of technical proficiency in written English, using an advanced application of scholarly terminology, that demonstrates the ability to deal with complex issues both systematically and with sophistication.
- T3d Use originality and independent-learning in solving problems.

## Teaching and Learning

This is an e-learning course, taught throughout the year.

This course can be offered as a standalone short course.

Teaching and learning strategies for this course will include:

- Online learning
- Online discussion groups
- Online assessment

Course information and supplementary materials will be available on the University's Virtual Learning Environment (VLE).

Learners are required to attend and participate in all the formal and timetabled sessions for this course. Learners are also expected to manage their self-directed learning and independent study in support of the course.

The course learning and teaching hours will be structured as follows:

- Off-the-job learning and teaching (6 days x 7 hours) = 42 hours
- On-the-job learning (12 days x 7 hours) = 84 hours (e.g. 2 days per week for 6 weeks)
- Private study (4 hours per week) = 24 hours

Total = 150 hours

Workplace assignments (see below) will be completed as part of on-the-job learning.

## Assessment

### Formative

Learners will be formatively assessed during the course by means of set assignments. These will not count towards the final degree but will provide learners with developmental feedback.

### Summative

AE	Assessment Type	Weighting	Online submission	Duration	Length
1	Written assignment (evaluative essay and workplace case)	50%	Yes		2,000 words Excluding references and data tables
2	Portfolio*	50%	Yes	Requiring on average 15 - 20 hours to complete	

\*Indicative content: Production of a technology roadmap with accompanying commentary.

## Feedback

Learners will receive formal feedback in a variety of ways: written (via email or VLE correspondence) and indirectly through online discussion groups. Regular tri-partite reviews between the learner (apprentice), their apprenticeship advisor (provider) and workplace line manager (employer) formally monitor and evaluate the learner's progress.

## Indicative Reading

Note: Comprehensive and current reading lists for courses are produced annually in the Course Syllabus or other documentation provided to learners; the indicative reading list provided below is used as part of the approval/modification process only.

## Books

Mizrahi, J. (2015). *Writing for the Workplace: Business Communication for Professionals*, New York: Business Expert Press.

Weiss, M. (2015). *Presentation Skills : Educate, Inspire and Engage Your Audience*, New York : Business Expert Press

Pham, T., Pham, D. and Pham, A. (2016). *From Business Strategy to Information Technology Roadmap*, Productivity Press

## Journals

Learners are encouraged to read material from relevant journals on communication in business as directed by their Course Leader.

## Electronic Resources

Learners are encouraged to consult relevant websites on communication in business.

## Indicative Topics

Learners will study the following topics:

- Communication strategies
- Design principles
- Technology road maps

<b>Approved by: Academic Board</b>					
<b>Location: Academic Handbook/Programme specifications and Handbooks/ Postgraduate Apprenticeship Programmes/MSc Artificial Intelligence and Data Science Programme Specification/Course Descriptors</b>					
<b>Version number</b>	<b>Date approved</b>	<b>Date published</b>	<b>Owner</b>	<b>Proposed next review date</b>	<b>Modification (As per AQF4) &amp; category number</b>
4.0	May 2024	May 2024	Dr Alexandros Koliouis	March 2026	Category 3: Change to Learning Outcomes New Course Code Category 2: Change to summative assessment
3.0	October 2022	January 2023	Scott Wildman	March 2026	Category 1: Corrections/clarifications to documents which do not change approved content. Category 3: Changes to Learning Outcomes
2.2	June 2022	August 2022	Scott Wildman	March 2026	Category 1: Corrections/clarifications to documents which do not change approved content.
2.1	May 2022	May 2022	Scott Wildman	March 2026	Category 1: Corrections/clarifications to documents which do not change approved content.
2.0	January 2022	April 2022	Scott Wildman	March 2026	Category 3: Changes to Learning Outcomes
1.0	March 2021	March 2021	Scott Wildman	March 2026	