

Module code and title:	Business Communication		
Assignment No. and type:	1.Report on business communication (700 words) 2.Reflective Report (700 words)	Assessment weighting:	100%

Task requirements

OVERVIEW:

Following the assignment brief and guide, prepare an evidence-based business communication report (700 words), you will then prepare a reflective report (700 words) outlining your development and learning experiences within Business Communication context.

DESCRIPTION OF THE TASK – WHAT YOU ARE BEING ASKED TO DO IN PART 1 ?

- i 1) Cover Page
- i 2) Content Page
- i3) Introduction
- i4) Theory of Communication
- i5) The impact of effective communication in the Organisation
- i 6) Challenges or Barriers or Problems of communication
- i 7) Process of communication
- i 8) Effective Communication skills
- i 9) Solutions to communication barriers or problems or challenges
- i 10) Conclusion
- 11) References

Must use the Harvard references

REPORT SHOULD BE 700 WORDS WITHOUT THE REFERENCES

INCLUDE AT LEAST ONE OF THE ESSENTIAL READING IN YOUR REFERENCES

Resource	Title
ESSENTIAL READING	
Book	Bovee, C.L. and Thill, J.V. (2018) <i>Business Communication Today plus Pearson MyLab Business Communication with Pearson eText</i> , Global Edition, 14/E
Book	Chaney, L. and Martin, J. (2014) <i>Intercultural Business Communication</i> . Global Edition, Pearson 6/E
ADDITIONAL READING	
Book	Shaw, G. (2014) <i>The Art of Business Communication: How to use pictures, charts and graphics to make your message stick</i> , 1/E Harlow: Pearson
Book	Thompson, L. (2014) <i>Truth About Negotiations</i> , 2/E London: Financial Times Press,
Website	Smart Communications. Available: https://www.smartcommunications.com/resources/though-t-leadership
Magazine	Communicate Magazine, London, Cravenhill Publications. Available: http://www.communicatemagazine.com .
Journal	ASSOCIATION FOR BUSINESS COMMUNICATION (É.-U.). (2014). <i>International Journal of Business Communication: IJBC</i> . Thousand Oaks, CA, SAGE Publications.. Available: http://journals.sagepub.com/home/job/ .
Journal	ASSOCIATION FOR BUSINESS COMMUNICATION. (2013). <i>Business Communication Quarterly</i> . Thousand Oaks, CA, Sage Publications. (digital)
Journal	<i>Management Communication Quarterly</i> . Newbury Park, CA [etc.], Sage – (digital)
Journal	OXFORD UNIVERSITY PRESS. (1987). <i>Journal of Communication</i> . Oxford, Oxford University Press. – (digital) Available https://academic.oup.com/joc

DESCRIPTION OF THE TASK – WHAT YOU ARE BEING ASKED TO DO IN PART 2 ?

To help you develop a good report, please find below a guide / format for the Business Communication 700 words reflective report.

Structure for the Business Communication 700-word reflective report;

A) Cover Page – Your full names, Student ID, Assignment title and Submission date.

B) Table of Content - list of the main points/headings discussed.

C) Introduction (about 100 words) – Introduce your report and state **WHAT** it is about, **WHY** is the report important, its purpose and **HOW** you will go about answering / addressing your assignment brief questions (which is basically the list of headings/main points on your Report table of contents).

D) 3 or 4 different headings (about 300 words across the 4-5 headings) - under these headings, you will discuss the topic **EFFECTIVE BUSINESS COMMUNICATION IN THE WORKPLACE** as pointed out within your report in part 1.

My suggestion will be for you to add an in-text citation after every 3 to 4 sentences across the entire report.

E) Reflection (about 300 words for this section including the subheadings listed below) – under this heading you will define reflection and reference the definition (in-text citation), then introduce a reflective model – for example – GIBBS MODEL OF REFLECTION.

(Please see Gibbs reflective model material, and use the material on reflection and Gibbs reflective cycle - the material provides you with all the important information about reflection and Gibbs reflective model**)

Then following the **Gibbs reflective cycle** subheadings, write your reflection for your report in part 1 and your journey (learning and development) across this module - Business Communication and how you may improve going forward;

The reflective cycle to follow which are the subheadings under the main heading - REFLECTION are listed below;

- Description
- Feelings
- Evaluation
- Analysis
- Conclusion – just the reflection bit of your report (*i.e., not for the entire report*).
- Action Plan

F) Conclusion (about 50 words) – write an overall conclusion of the entire report and add at least one recommendation for effective business communication in the workplace.

G) Reference list Page - list all the sources in full (Full Harvard Referencing Convention) that you used while developing your reflective report and the part 1 of the report.