

A301CES - EFFECTIVE COMMUNICATION SKILLS 3

MODULE SUMMARY

This module offers students the opportunity to gain knowledge, understanding and practice of a variety of effective communication skills and techniques. Students will learn how to develop and hone their personal communication skills to enhance their own performance and the performance of others. The topics covered include: understanding communication models, increasing your emotional intelligence, neuro-linguistic programming techniques, transactional analysis, developing rapport, presentation skills, interview skills, and performing in group projects and challenges. Students will have the opportunity to practise these skills in a safe and supportive learning environment. Cross-sector employers have identified effective communication as an essential skill they look for when recruiting graduates in a competitive labour market.

ENTRY REQUIREMENTS

None.

SKILL BUILDER

Verbal and non-verbal communication,
Presentation and interview skills,
Assertiveness, listening and giving/
receiving feedback.

ASSESSMENT

Coursework (100%) - 2,000 words.

EXCLUDED COMBINATIONS

Module: A201CES.

FOR MORE INFORMATION VISIT:

<https://students.coventry.ac.uk/mid>

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THE TESTIMONY

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TESTIMONY



Testimonial 1 (from semester 2)

The lectures are well thought out and are extremely student involved which I think is an effective way of teaching/learning

There are a lot of online resources

There is a lot of support with the assignment and that makes it less stressful as it is my final year and I am struggling with work load.

Testimonial 2 (From semester 2)

Good balance between theory and practical sessions during classes.

Good opportunities to work both individually and as groups on tasks.

Lecture delivery is clear and informed.