

APPROVED**BU6008: Applied Communication****Course Details**

Course Code:	BU6008
Course Title:	Applied Communication APPROVED
Short Title:	App Com
Course Level::	Level 6
Valid From::	2022/2023 Sem 2
Credits::	15
Owner:	Business
Assessment Method:	Achievement
Course Aim	To highlight and raise awareness around the importance of various forms of communication in a business context towards painting general communication etiquette competencies spanning individual, group and organizational contexts. To equip learners with salient communication competencies towards being successful in their academic and career progression.

CILO	
On Completion of this course, the learner will be able to	
#	Learning Outcome Description
1	Apply business communication models to ensure effective business communication
2	Implement strategies to enable effective group communication
3	Apply audience focused strategies to business communication
4	Analyse the impact of technology on business communication
Requisites	
<ul style="list-style-type: none"> • Anti Requisite: BSB5008 	

No Examinations
Other Controlled Assessments
Assessment Type Online Quiz
Assessment Type Presentation
Uncontrolled Assessments
Assessment Type Project (Group)

Affiliated Entities			
Entity Code	Entity Title	Entity Version	Entity Type
BBS6010	Diploma in Business	5	Programme
BBS6015	Diploma in Real Estate	1	Programme
BBS7040	Associate Degree in Business (Accounting)	1	Programme
BBS8000	Bachelor of Business	3	Programme
BBS8001	Bachelor of Business (General)	1	Programme
BBS8010	Bachelor of Business: Marketing	3	Programme
BBS8010	Bachelor of Business: Marketing	4	Programme
BBS8020	Bachelor of Business: Management	4	Programme
BBS8030	Bachelor of Business (Banking and Finance)	7	Programme
BBS8040	Bachelor of Business: Accounting	4	Programme
BBS8070	Bachelor of Business: Human Resource Management	3	Programme
BBS8070	Bachelor of Business: Human Resource Management	1	Programme
BBS8090	Bachelor of Business (Double Major)	4	Programme
BBS9040	Master of Science (MSc.) in Professional Accounting	1	Programme
BU8010	Bachelor of Business: Marketing V4	1	Programme
SCM8000	Bachelor of Supply Chain Management	1	Programme