



# Cork Institute of Technology

## Application for Recognition of Prior Formal Learning

**Submitted for Assessment by -**

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Module	MRKT6012 Communications for Business		
Course	BA in HRM	Stage	1
Department	<b>Organisational and Professional Development</b>		

## **Contents**

### **A. Basis of prior learning case**

Please delete sections which are not required here

- a. [Third Level Education](#)
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### **B. Syllabus mapping;**

Your prior learning mapped against the learning outcomes

- i. [Learning outcome 1](#)
- ii. [Learning outcome 2](#)
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### **C. Evidence listed and presented as scanned pdfs here**

Transcript of results and certificates

Syllabus

Past exam paper (if available)

Other relevant documentation

### **D. Declaration**

## A. Basis of prior learning case

### 2. Education (only present relevant sections)

#### 2.1 Third Level Education

*This includes attendance on courses in any third level Institute.*

Name & Address of Institute      INSTITUTE OF TECHNOLOGY  
Attended - From                      2017      To      2019  
Name of Course                        Sample Higher Certificate in Marketing and  
Management

<b>Examination Result</b>			
<b>Subject</b>	<b>Level</b>	<b>Grade</b>	<b>Year</b>
Principles of Marketing	6	A	2019
Microeconomics	6	C	2019
IT and Office Applications	6	B	2019
Financial Accounting	6	C	2019
Business Maths	6	C	2019
Enterprise Development	6	B	2019
<b>Learning to Learn</b>	6	B	2019
Language and Culture	6	B	2019
Management Principles	6	C	2019
Macroeconomics	6	C	2019
Idea Generation	6	B	2019
<b>Business Communications</b>	6	B	2019

## B. Syllabus Mapping

### Prior learning mapped against the learning outcomes

Compare your previous learning to the learning outcomes of the module in question.

Locate the module descriptor and learning outcomes at <http://courses.cit.ie/>, and paste in each learning outcome. Follow this with a response that locates the equivalent learning in your previous studies.

#### Learning Outcome 1

##### **Successfully practise written communication.**

In the Business Communications module there was a section on Written Communication. We covered; effective business writing, style, accuracy and appropriateness. Email etiquette, business correspondence, report writing, taking minutes at meetings.

#### Learning Outcome 2

##### **Develop and deliver effective presentations.**

The learning to Learn module had an aspect called Speaking Skills. This covered voice, eye contact, non-verbal communication and content)

In the Business Communications module;

There was a section on presenting material orally, designing the presentation slides, overcoming nerves, and tailoring the content for the audience).

#### Learning Outcome 3

##### **Confidently apply Harvard Referencing and self-evaluate work for plagiarism using an online tool.**

In the Learning to Learn module the following relevant areas covered Harvard referencing,

1. Making the most of lectures and tutorials (completing assignments and reports)
2. Information skills (evaluating sources, citation, copyright, plagiarism, ethics).

#### Learning Outcome 4

##### **Develop networking strategies for personal and professional development.**

In the Learning to Learn module I completed the following relevant areas;

1. Group work (group dynamics and group work)

*For prior formal learning cases*

2. Speaking skills (theory of oral expression)
3. Critical thinking (decision making and problem solving)

In the Business Communications module, the relevant areas are;

1. Communication processes (communication channels in the workplace),
2. Group dynamics (idea generation, people dynamics, negotiating, conflict management)
3. Culture and communication (barriers to intercultural communication).

**Learning Outcome 5**

**Conduct and participate in business meetings in a professional manner.**

There are four relevant sections of the Business Communications module that I completed,

4. Communication processes (communication channels in the workplace),
5. written communication (taking minutes at meetings),
6. Group dynamics (idea generation, people dynamics, negotiating, conflict management)
7. Culture and communication (barriers to intercultural communication).

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### **C. Evidence listed scanned and included**

*All original examination certificate(s) must be seen and authenticated before the final document is submitted for assessment.*

*Scan the original transcript of results, certificates and syllabus and save as a PDF. Then copy and paste in the PDF after the last page of this application.*

|<----- For Office Use Only----> |

<b>List of items submitted as evidence</b>	<b>Date Original Seen</b>	<b>Verified by</b>
Transcript of results	3/9/19	POL
Syllabus of Learning to Learn	enclosed	
Syllabus of Business Communications	enclosed	

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## Transcript of results



# INSTITUTE OF TECHNOLOGY

## TRANSCRIPT OF RESULTS

XXXXXX Institute of Technology

Higher Certificate in Marketing and Management

Year 2018/2019

Subject	Examination Result		
	Level	Grade	Year
Principles of Marketing	6	A	2019
Microeconomics	6	C	2019
IT and Office Applications	6	B	2019
Financial Accounting	6	C	2019
Business Maths	6	C	2019
Enterprise Development	6	B	2019
Learning to Learn	6	B	2019
Language and Culture	6	B	2019
Management Principles	6	C	2019
Macroeconomics	6	C	2019
Idea Generation	6	B	2019
Business Communications	6	B	2019

## Syllabus of Learning to Learn

### Learning to Learn

#### Main Description

<b>Department:</b>	Hotel, Culinary and Tourism	<b>Module Code:</b>	EDUC61011
<b>Level:</b>	Level 6	<b>Contact Hours:</b>	36
<b>Duration:</b>	1 Semester	<b>Directed Study Hours:</b>	0
<b>Effective Term:</b>	2010/11	<b>Indep. Study Hours:</b>	64
<b>Credits:</b>	5		

#### Prerequisite Knowledge:

None

#### Module Description/Aims:

The aim of this module is to assist the learner in their transition to third level education and to develop students' key skills on getting the most from lectures, writing assignments and exams. This module is designed to facilitate a maximum of 25 participants to ensure student centered learning through workshops and small group activities.

#### Learning Outcomes

On successful completion of the module, the learner will be able to:

No.	Description/Learning Outcomes
1	Demonstrate time management skills in all aspects of their learning.
2	Identify and develop different learning styles.
3	Apply effective techniques to ensure maximum benefit from lectures and tutorials Practice the process of becoming an effective group member.
4	Appraise the value of information, identify available and appropriate resources. Identify and develop ways of dealing with the main sources of stress.
5	Demonstrate an enhanced capacity to communicate verbally, with relevance to their course.
6	Apply the basic principle of critical thinking to improve the learning process.

#### Learning Strategies

##### Learning Strategies

It is intended that the module should be as interactive as possible, with a focus on active student participation



### Indicative Syllabus Content

Content	Detail
1. Time Management	Organisational skills Planning Prioritising Procrastination
Learning skills	Learning Styles (To identify individual learning styles, and to be able to apply that knowledge to maximise their learning experience) Learning Cycles Learning Experiences
Making the most of your lectures and tutorials	Note-taking Completing assignments and reports Exam Techniques
Group Work:	Group dynamics Group work Study groups Completing group assignments
Information Skills:	Advanced induction to library Information sources and information types Searching techniques, databases Evaluating resources Citation, copyright and plagiarism, ethics
Stress Management	Definition of stress Causes of stress, physical, emotional and behavioural signs of stress Coping with stress: diet & nutrition, effective use of leisure time
Speaking skills	Theory of oral expression: voice, eye contact, non-verbal communication, content
Critical thinking	Decision-making Problem-solving

### Indicative Assessments

Learning Outcome	Assessment Category	Assessment Method	Additional Information	% alloc
1, 2, 3, 4, 5, 6	Continuous Assessment	Portfolio	Class based assignment 40%, written assignment 30%, Class participation 15%, Oral expression task 15%	100

### Reading List

Type	ISBN	Title Author Publisher	Year	Edition	Library Link
Recommended	0000000000	<b>The Study Skills Handbook</b> Stella Cottrell <i>Palgrave Macmillan</i>	2006		-
Recommended	0000000000	<b>Essential Study Skills</b> Burns, Tom & Sinfield, Sandra <i>Sage</i>	2006		-
Recommended	0000000000	<b>Teaching Learning and Study Skills: A Guide for Tutors</b> Burns, Tom and Sinfield, Sandra <i>sage</i>	2006		-

### Journals and Websites

## Syllabus of Business Communications

### Main Description

<b>Department:</b>	Business Studies	<b>Module Code:</b>	COMM61005
<b>Level:</b>	Level 6	<b>Contact Hours:</b>	48
<b>Duration:</b>	1 Semester	<b>Directed Study Hours:</b>	24
<b>Effective Term:</b>	2017/18	<b>Indep. Study Hours:</b>	28
<b>Credits:</b>	5		

#### Prerequisite Knowledge:

None

#### Module Description/Aims:

This module is designed to equip students with the competence and confidence to communicate effectively in a professional context, both orally and in writing.

### Contact Hours

Contact Type	Hours
Lecture	2 Per Week (One Sem)
Tutorial	1 Per Week (One Sem)

### Learning Outcomes

On successful completion of the module, the learner will be able to:

No.	Description/Learning Outcomes
1	Identify and explain key aspects of the communication process.
2	Display an understanding of group development, factors which affect group effectiveness, decision-making techniques, conflict and negotiation.
3	Prepare and deliver an oral presentation on a selected topic.
4	Demonstrate an understanding of how culture affects the way we perceive and communicate.
5	Display an ability to produce clear, effective written business communication.

### Learning Strategies

#### Learning Strategies

This module will be delivered using a variety of methods, including lectures, small group work and pair work.

Students will be required to complete written exercises and to present material orally on a regular basis throughout the module.

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Content	Detail
Communication processes	The communication process: encoding and decoding, message, interference, feedback. Communication channels in the workplace Barriers to communication Gender differences in communication. Principles of effective listening. Non-verbal communication
Written communication	Effective business writing: style, accuracy and appropriateness. Email etiquette Business correspondence. Report writing Taking minutes at meetings.
Group dynamics	Group development. Group effectiveness Group roles. Idea generation; brainstorming. Power issues in the small group Managing conflict Negotiation
Culture and communication	Defining culture Dimensions of cultural difference (Hofstede) Barriers to intercultural communication: ethnocentrism, stereotyping, etc. Common errors in perception.
Presenting material orally.	Preparing material for oral presentations: - Designing powerpoint slides. - Tailoring your presentation to the audience. - Overcoming nerves.

Assessment Strategies
Continuous Assessment is designed to test the students' oral and written communicative ability, as well as their ability to speak publicly in a small group environment.
Final exam will test the students' understanding of theoretical issues relevant to communication in a business context, as well as their ability to produce accurate and professional written material.

Indicative Assessments

Learning Outcome	Assessment Category	Assessment Method	Additional Information	% alloc
2, 3, 5	Continuous Assessment	Presentation	Students will prepare and deliver an oral presentation on a pre-approved topic relevant to communication. The presentation will be prepared and delivered either individually, or in groups of three or four. Marks will be awarded both for oral delivery and written content.	30
1, 2, 4, 5	Final Exam (Scheduled)	Final Written Exam		70

Reading List

Type	ISBN	Title	Author	Publisher	Year	Edition	Library Link
Essential	0205101941	Human Communications: the basic course.	De Vito, J.		2011	twelfth	-

## **D. Declaration**

Name            John Roche

Address        Brick Lane

                  Cork City

Telephone            090 232234

I wish to claim credit/ exemption based on my prior learning in respect of the module listed below. I submit claim documentation in accordance with the college's requirements. I accept that any advice or instruction given to me by the college or its staff in the preparation of the claim does not confer any entitlement to credit/ exemption in respect of the subject listed below.

- I Declare that I have registered for the module listed below in the current academic semester
- I enclose my application for Recognition of Prior Learning
- I certify that all information submitted with this claim is an accurate description of my relevant learning to date.

Module for which exemption is being claimed

**MRKT6012 Communication for Business**

Course and Stage **BA in HRM, Stage 1**

Signed

*John Roche*

Date *10<sup>th</sup> Sept 2019*

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