

Module Details	
Module Title:	Communication Skills
Module Code:	HWS4007-B
Academic Year:	2019-20
Credit Rating:	20
School:	School of Nursing and Healthcare Leadership
Subject Area:	Health, Well-Being and Social Care
FHEQ Level:	FHEQ Level 4
Pre-requisites:	
Co-requisites:	

Contact Hours	
Type	Hours
Lectures	24
Seminar	24
Directed Study	152

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims
To develop an understanding of the theory and practice of effective communication. To equip students with a range of strategies for effective communication

Outline Syllabus
Theoretical models of communication, contextual factors affecting communication. Barriers to communication, developing supportive environments conducive to effective communication. Communicating with different audiences/stakeholders including those with specific communication needs e.g. people with dementia. Verbal and non-verbal communication. Asking questions, active listening, cultural differences in communication. Assertiveness skills. Communication in groups and teams in health and social care. Written communication e.g

emails and report writing

Presentation skills. Audit of own communication skills and development needs. Reflective practice and developing own performance. Self-awareness and personal identity, impression management.

Tools for presenting data e.g. graphs, charts etc. Use of social media in health and social care
Legal considerations -data protection (recording, reporting, storage, security and sharing of information)

Learning Outcomes

1	a) Describe a range of theories relating to communication. b) Discuss factors impacting upon communication.
2	a) Identify and use appropriate methods of communication for specific audiences and purposes.
3	a) Identify and reflect on own communication skills. b) Construct an action plan to further develop own communication skills

Learning, Teaching and Assessment Strategy

LO 1a-b are developed & achieved through series of contextualising, research informed lectures that cover key topics that will be further explored in student-centred directed learning activities such as workshops, group seminars & student directed study using the VLE. Student centred interactive seminars will be used to explore subjects explored in lectures & provide students with opportunity to discuss & analyse topics and to improve their communication & presentation skills (LO 2a, 3a-b). Extensive use is made of Virtual Learning Environment & this medium is used to complement lectures, to support students & includes relevant web-sites, documents & a range of online resources such as video clips & blogs. Learning outcomes LO1a-b, 3a-b will also be addressed using directed student study. This will enable students to develop & expand their knowledge & analytical skills by undertaking guided reading, preparing for workshops & presentations in workshops.

All LO are assessed via a seminar presentation. Students will be able to submit work prior to the final submission date & receive formative feedback.

Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Presentation	Powerpoint presentation whereby students reflect upon their own communication skill and their action plans to develop these skills	20 minutes	100%

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>.

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.