



Communication Skills for Digital Professionals Course Descriptor

Course Title	Communication Skills for Digital Professionals	Faculty	EDGE Innovation Unit (London)
Course code	NCHMV585	Course Leader	Marta Rodriguez-Martinez
Credit points	15	Teaching Period	6 weeks
FHEQ level	5	Date approved	March 2021
Compulsory/ Optional	Compulsory		
Prerequisites	None		
Co-requisites	None		

COURSE SUMMARY

This course builds on a range of technical knowledge (developed through various previous courses), in addition to learners' skill in visualising data (developed in the Data Analytics course), to maximise their ability to communicate ideas and support efficient and informed decision making in the business. This covers techniques for ensuring data visualisations and infographics are compelling, in addition to methods of negotiation and persuasion. Whilst digital technologies and data are at the heart of the communication covered in the programme, much of the focus in this course is on integrating with non-technical staff. Learners will be equipped with tools and techniques to build and deliver presentations on technical topics to a non-technical audience, such as managerial staff or clients.

COURSE AIMS

- Train learners in delivering an engaging and impactful presentation.
- Train learners to create a compelling narrative in support of empirical evidence.
- Train learners to maximise the impact of their visualisations.
- Train learners in approaches to setting up and running a negotiation.

LEARNING OUTCOMES

On successful completion of the course, learners will be able to:

KNOWLEDGE AND UNDERSTANDING

- K1b Identify and apply theoretical concepts pertaining to negotiation and conflict resolution, to critique business communication.
- K1b Compare research led models of communication to justify choices made in presenting to stakeholders.

SUBJECT SPECIFIC SKILLS

- S3b Apply the knowledge of different modes of persuasion and types of audiences in order to create effective data visualisations.
- S3b Communicate complex data-specific content to non-technical audiences, such as managerial staff or clients.
- S3b Contrast approaches to developing a compelling narrative to analyses.

TRANSFERABLE AND PROFESSIONAL SKILLS

- T1b Prepare and present a business proposal including justifications for recommendations.
- T1b Use persuasion techniques to influence stakeholders.
- T1b Communicate complex ideas.

TEACHING AND LEARNING

The course learning and teaching hours will be structured as follows:

- Seminar = 15 hours
- Applied Seminar = 7.5 hours
- Coaching session = 1 hour
- Academic Drop-ins = 4 hours
- Reading and Assessment Prep = 32.5 hours
- Application of learning = 90 hours

Total = 150 hours

ASSESSMENT

FORMATIVE

Learners will be formatively assessed during the course through a range of techniques. During Seminars, applied learning seminars and one to one coaching, questioning and quizzing are used as formative assessment. The purpose of the formative assessment is to provide learners with developmental feedback to support their learning.

SUMMATIVE

AE	Assessment Type	Weighting	Online submission	Duration	Length
1	Oral	40%	No	30 minutes +/-10%	-
2	Written Assignment	60%	Yes	-	2000 words +/- 10%

The summative assessment will be assessed in accordance with the assessment aims set out in the Programme Specification.

FEEDBACK

Learners will receive formal feedback in a variety of ways. For summative assessments, feedback is written and provided within 20 days of submission, and for formative assessment it could include verbal or written feedback. Learners will also have a progress review each quarter with their Multiverse Coach and their Line Manager. These reviews are an opportunity to discuss progress to date both in their role and on the degree programme.

INDICATIVE READING

Note: Comprehensive and current reading lists for courses are produced annually in the Course Syllabus or other documentation provided to learners; the indicative reading list provided below is used as part of the approval/modification process only.

BOOKS

Knaflic, C.N., 2015. *Storytelling with data: A data visualization guide for business professionals*. John Wiley & Sons.

Wheeler, M. and Wheeler, M.A., 2013. *The art of negotiation: How to improvise agreement in a chaotic world*. Simon and Schuster.

INDICATIVE TOPICS

Learners will study the following topics:

- Negotiation & persuasion
- Modes of persuasion
- Storytelling
- Effective visualisations and infographics
- Conveying complexity

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Approved by: Academic Board					
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1.0	March 2021	March 2021	Marta Rodriguez-Martinez	Multiverse website	March 2021
Modifications (As per AQF4)					
Version number	Date approved	Date published	Modification (including category number)		