



# Short Learning Programme

## IIE Business Communication

### Distance: Short Learning Programme (SLP)

#### Introduction

Effective management and business growth are two sides of the same coin. For new managers to be effective in their role, the first step is to make a transition from managing tasks and operations to managing people and implementing strategies. This short learning programme (SLP) will support a new manager with the principles of business communication that form the foundation of effective business management and leadership.

#### Who should attend?

- Individuals aspiring or recently appointed to a managerial position.
- Individuals seeking to improve their business communication skills.
- Small to medium size enterprise owners looking to expand their businesses.

## **Entrance requirements**

*Students should meet the following requirements:*

- Be proficient in English.
- Must be able to prepare for Collaboration sessions with the Online Tutor and engage in self-directed study.
- Must have access to reliable internet access.

## **Programme Overview**

*The programme aims to accomplish the following:*

- This module will equip you with foundational communication skills necessary for a career in the corporate environment. You will be familiarised with and will practise writing various business-related documents, and prepare your own résumé, in addition to developing your interview techniques. The module covers the practice of written communication and emphasises writing skills, the relationship between clear writing and clear thinking, and the process of effective writing itself

## **Programme content**

*The programme topics include the following:*

- Introduction to communication theories
- Academic writing skills, communication in organisations, planning and preparing communication messages
- Interview skills and CV-building
- Business reports and mass communication for organisations.

## **Duration**

Business Communication is offered as a distance SLP. Duration varies depending on the start date selected.

## **What are the benefits of distance study?**

The distance delivery mode provides the student with the opportunity to study in the comfort of their home and to plan their study workload according to their individual pace. The support offered online and through other means ensures that the student is not left feeling alone in this process and can still enjoy high quality support throughout their learning journey.

Our distance delivery has been designed with distance students' needs in mind, and includes the following:

- A structured online learning environment that will take you through the learning process making use of the best of instructional design thinking that will enable you to understand and apply your knowledge as you progress through the studies. The online design will ensure that you do not get lost.
- A learner guide designed to lead the student through the textbook. It includes questions and answers for practice and revision.

- Online Tutors who are subject experts and maintain the human experience of the learning process in the module with you.
- A Programme Success Tutor who supports your learning journey in your module.

#### **PLEASE ALSO NOTE:**

While you can generally structure your study time as you need to, there are scheduled online sessions through which you can receive mediated support, assignment and examination deadlines to consider and timetables, to keep your studies moving forward.

A reliable internet connection, own device with (at least) Windows 8 and Google Chrome, are all essential for any student enrolling for this programme.

#### **Programme Material**

The SLP fee excludes all programme material, which becomes the property of the student. This material is a valuable source of ongoing reference.

#### **Programme Structure and Evaluation**

This SLP is presented via a distance mode of delivery, supported by online mediation sessions. Students will be required to complete various forms of assessments and activities, with the final assessments being written in hard copy at the site of registration.

#### **What is The Teaching and Learning Strategy of The IIE's Varsity College, and how will it help prepare me for the 21st century working world?**

At The IIE's Varsity College we are proud of, and passionate about, our shift away from the 'traditional lecturing' methodology to our blended-learning strategy – the VCBlend.

This blended-learning strategy extends learning beyond the confines of the classroom and creates opportunities for our students to work collaboratively, with peers and their educators, to construct their understanding of concepts. Student engagement is supported by the use of a learning management system (LMS) and the online learning materials that have been developed to underpin our teaching strategy.

This student-focused approach compels our students to be accountable for their learning while developing the critical skills they will need to thrive in the rapidly changing 21st century work environment.

As such, academic life for our students is dynamic, challenging and relevant.

The programme content is correct at the time of print. Please note that in line with academic practice, The IIE's Short Learning Programme content is reviewed annually thus changes may occur in module structure and sequence in order to ensure that the programme remains

relevant. The exit level outcomes of the programme do not change. Registered students receive an updated programme outline on an annual basis.

### **Where do I write my exams?**

#### **The IIE's Varsity College Exam Centres**

Eight IIE Varsity College Campus exam centres are available within South Africa for selection as the exam centre at which you would write exams and receive operational support.

Please note that students studying in the distance mode may opt to attend optional contact workshops. These are only available at The IIE's Varsity College Campus Exam Centres. A Consultant will provide you with the details.

#### **Alternative Venues**

An alternative examination centre is only permissible for international students and those located in a province of South Africa where there is no IIE campus. It is your responsibility to identify an examination centre (educational or religious site or embassy or consulate) if you have not already done so. Once you have secured your examination venue, we require a letter confirming availability from the examination centre you have chosen. If a change of examination venue is required – it is again the student's responsibility to locate a new venue and provide the confirmation letter together with the supporting documentation which details the reason for the examination venue change.

Please note, once the examination venue is selected and confirmed, it cannot be changed within eight weeks prior to the summative examination.

### **Certification**

The IIE Business Communication programme is a SLP that is certified by The Independent Institute of Education (The IIE). Students enrolled for the SLP can submit an application for academic credit upon completion, to be exempt from the equivalent full qualification module when registering for:

- The IIE Higher Certificate in Business Principles and Practice (exempt from Business Communications)\*
- The IIE BCom (exempt from Applied Communications Techniques, provided that students achieve 60% or higher for BUCOF020w)\*
- The Higher Certificate in Legal Studies (exempt from Business Communications) \*.

**\*Important note: Entrance requirements apply. Please speak to a consultant for more details.**

#### **Content changes may occur**

All SLPs have been specifically designed for working adults. These SLPs differ from The IIE full qualifications available through Varsity College which are registered on the National Qualifications Framework. Before registration students must ensure that the programme selected best suits their individual learning and workplace objectives.

*Disclaimer: Please note that this fact sheet is accurate at the time of publication. The Independent Institute of Education (The IIE) reserves the right to alter any of the content prior to commencement of registration due to changes in regulation, policy, market requirements or any other valid reason.*

**.The Independent Institute of Education (The IIE) – accredited by The British Accreditation Council (BAC)**



The IIE is not only accredited in South Africa but its dedication to providing quality education also led to it being accredited by the British Accreditation Council (BAC) in 2014. The British Accreditation Council is an independent authority in the United Kingdom that accredits private providers globally, including Greece, Switzerland, Singapore, India, Mauritius and the United Arab Emirates. In 2017 The IIE had its accreditation status confirmed by the BAC as an Independent Higher Education Institution confirming our confidence in the international comparability of our standards.

“South African students need to know, when they select a private higher education institution, that the standards offered are equivalent to those of a public University. Our students get this from our extensive local accreditation and registration. The students also benefit from knowing that we meet international standards too. The IIE is accredited as an Independent Higher Education Institution by the British Accreditation Council. Locally and internationally we have demonstrated the quality of what we offer,” said Dr Coughlan, Director, The Independent Institute of Education.

The IIE’s Varsity College students can be confident that their IIE learning experience meets international best practice standards.