**OPEN UNIVERISTY OF MAURITIUS**

**Certificate of Business Communication Programme Document**

Programme documents detail the aims, learning strategies, structure and intended learning outcomes that students should achieve if they fully engage with the learning provided within the programme. The document is intended to support and inform prospective students, current students, academic and support staff, external stakeholders and external examiners.

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| 1. **PROGRAMME INFORMATION** | |
| Title of final award | **Certificate of Business Communication** |
| Code | **OUac008** |
| Awarding Body | Open University |
| Disciplinary Division | Business and Management |
| Programme Manager | Mr Yash Krishna Gaya |
| Programme duration | Minimum 1 year  Maximum 2 years |
| Total Credits | **60** |
| Credits per year | ***Normally 60 credits per academic year***  ***Minimum number of credit per semester 20***  ***Maximum number of credit per semester is 45*** |
| MQA NQF level | Level 5 |
| External Accreditors | Not applicable |
| Collaborative Partners | Not applicable. |
| Programme approval date | Tbc |
| Last revision | Not applicable |
| Last update | Not applicable |

| 1. **ENTRY REQUIREMENTS** |
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| General Entry Requirements under Direct Entry to the Programmes Applicants should fulfil the following conditions:   1. **For Fresh HSC School Leavers**:  * Cambridge School Certificate with at least FIVE credits;   **And**   * Either Pass in THREE Advanced Subjects and ONE Advanced Subsidiary Subject at the level of Cambridge Higher School Certificate or GCE A-Level;   **OR**   * Pass in TWO Advanced Subjects and TWO Advanced Subsidiary subjects at the level of Cambridge Higher School Certificate or GCE A-Level;   **OR**   * Pass in THREE Advanced subjects at the level of London General Certificate Examination.     **(B)** **For other Candidates**:   * THREE credits and TWO Passes in subjects at the level of Cambridge School Certificate or GCE O-level   **And**   * A minimum of TWO Advanced subjects at the level of Cambridge Higher School Certificate or GCE A-Level or Open University Foundation Programme |

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| 1. **PROGRAMME OVERVIEW** | |
| Aims and objective of the programme**:** | The programme aims to:   * know how to run communication in a multicultural environment, spanning international borders and working cross-culturally * Learn to evaluate and integrate all types of business communication. * Integrate media and content to communicate persuasively to specific audiences. * Apply communication methods to business problems and contexts. |
| **Intended Learning outcomes:**  After completion of the programme student will be able to: | |
| Knowledge and understanding | K1: Identify the key theoretical and practical concepts of Business Entrepreneurship of organisations  K2: Understand the accounting and Financial concepts in the business environment  K3: Explain the micro and macro environment of an organisation to gain competitive edge  K4: Understand the human resources within an organisation  K5: Demonstrate an understanding of the challenges within the business environment  K6: Understand how their organisation can grow internationally international level.  K7: Develop strategies to ensure their business(es) function(s) effectively and efficiently  K8: Develop an understanding of key principles and approaches of corporate and good governance to be applied in their organisation  K9: Understand the importance of quality management within their organisation  K10: Understand how to plan, implement, control and deliver a project successfully.  K11: Identify barriers and different types of communication within their organisation  K12: Relate legal principles to business realities within the organisational context |
| Cognitive skills | C1: Analyze the current business context by applying appropriate theoretical frameworks and making use of relevant industry examples in their organisation  C2: Interprete and analyse financial reporting data to conduct enquiries related to specific business issues of interest.  C3: Apply relevant theories of management to specific problems to devise appropriate strategies  C4: Determine appropriate methods and business evaluation.  C5: Formulate, implement and evaluate strategies to help the organic/inorganic growth of their organisation |
| Practical/professional Skills | P1: Apply the different principles of Innovative thinking in solving a range of complex business problems;  P2: Acquire and develop new techniques and processes in managing and improving self-performance in their organisation;  P3: Develop effective leadership and teamwork skills in enhancing collective organisational performance;  P4: Recognise and resolve business issues from an ethical perspective.  P5: Assess financial statements  P6: Acquire and implement risk management skills |
| Transferable skills | T1: Interpret and analyse both quantitative and qualitative information using a range of statistical and non-statistical methods;  T2: Communicate ideas and arguments both in written formats and orally through formal presentations;  T3: Demonstrate effective learning and research skills, including planning and self-management.  T4: Develop independent thinking and leadership abilities.  T5: Set and monitor goals and learning from feedback received. |
| 1. **PROFESSIONAL, STATUTORY AND REGULATORY BODIES (where applicable)** | |
| Not applicable | |

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| 1. **LEARNING AND TEACHING STRATEGY** |
| **Learning and teaching methods:**  Students will be provided with opportunities to engage in a diverse range of learning environments so as to maximise their learning. The mode of delivery will be a blended mode. Students will interact with their tutors regularly through the e-platform and will have face to face as well.  **The e- platform** will use the following tools:   * Online activities: for every unit covered in each module students will be given opportunities to complete interactive learning activities including discussion forums, quizzes, field trips, videos, webinars and problem-solving activities. Students will be encouraged to work independently but also to engage in collaborative work. * Independent study: Independent study forms an essential part in the development of your knowledge and understanding. We will guide you, via the e-platform, on the reading and reflection of primary and secondary texts. Students should use this independent study time to link knowledge with e-class and face-to-face activities and develop their own understanding and critical perspective on the topics they are studying.   **The face-to-face sessions** are an opportunity to untangle complex concepts and provide students with an opportunity to apply the knowledge acquired in the preceding weeks. During the face-to-face sessions students are expected to:   * Engage in problem solving activities * Read the uploaded material in advance in order to participate actively in class discussions * Review core/complex concepts through applied work. |
| **Overall Workload:**  Your overall workload as a student consists of independent learning, e-learning activities and, if you choose to, face to face sessions. The following gives you an indication of how much time you will need to spend on the different components of your programme at each level. Each ECTS credit taken equates to 25 hours of study time.  The expected study time for this programme will be as follow:  Year 1: 1,500 hours for 60 ECTS credits.  Typically, you will spend 0-10% of your time in face to face session, 30-40% of your time engaging with e-learning activities and 60% of your time in independent study time.  A typical study week for a student will involve some optional face to face sessions, required engagement in online discussion forum, the completion of online activities and independent study time to review attached readings, textbooks and relevant sections of the module document. Students should expect to devote 8 to 12 hours of study time per week per module.  These are indicative and may vary from student to student. |

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| 1. **ASSESSMENT STRATEGY** | | | | |
| **Assessment Methods** | | | | |
| A range of formative and summative assessment exercises are designed to enable you to demonstrate and apply your knowledge and understanding.  Most modules will consist of a Tutor Marked Assessment component and an examination. TMAs include:   * Tests * Essays * Projects * Exercises and problem sets * Webinars   In addition to TMAs, this programme includes final examination for all module except the Final year dissertation module.  The assessment will consist of 2 parts; an individual assignment and the final examination. The examination will consist of a compulsory section and a range of questions which the learner has to choose from another section. | | | | |
| **Academic Feedback** | | | | |
| Throughout the course of your studies, tutors will provide informal feedback on your online activities and class contributions. Feedback may be individual or provided to the class as a whole.  Each summative assessment will be accompanied by detailed marking criteria and marking scheme detailing the expectation of the assessment at each grade classification level. Feedback on assessment will be provided along the marking criteria. Marking criteria will be made available to the student at the same time as the assessment details.  Students will receive written individual feedback on all TMA components. | | | | |
| **Late submission, Extension and Re-sit Policy** | | | | |
| The university policy on late submission, Extension and re-sits can be found in section on the University website respectively of the Rules and Regulation/undergraduate handbook | | | | |
| **Special Circumstances** | | | | |
| The university policy on special circumstance can be found on the University Website respectively of the Rules and Regulation/undergraduate handbook | | | | |
| **Continuous assessment and Exam Regulations** | | | | |
| The university regulations on continuous assessment and examination can be found on the University Website respectively of the Rules and Regulation/undergraduate handbook: | | | | |
| 1. **ACADEMIC MISCONDUCT** | | | | |
| As a safeguard to the quality and standard of Open University’s qualifications and awards, the university takes any incidence of academic misconduct seriously and will investigate any reported case.  Academic Misconduct refers to any activity where a student, through unpermitted means, seeks to gain an advantage in the completion of an assessment. Any unpermitted action will be considered as academic misconduct when occurring during a formal examination, a TMA, or any other form of assessment considered by Board of Examiners and undertaken in pursuit of a University qualification or award.  **Plagiarism (**using, intentionally or unintentionally another’s person work and presenting it as its own) will be systematically checked through an automated plagiarism detection software: Turnitin.  **For a list of all academic misconducts see section 23.3 of the University Regulations.**  **Any suspected cases of academic misconduct will be reported and investigated. Academic misconduct offences, may lead to suspension or expulsion from the University.**  The university regulations on Academic Misconduct can be found [insert} | | | | |
| 1. **PROGRAMME STRUCTURE** | | | | |
| C= Core i.e. modules which must be taken to be eligible for the award  E = Electives i.e. module chosen by student from a range of listed optional modules  S1 = Semester 1  S2 = Semester 2 | | | | |
| **Year 1 – Level 6 (NQ-MQA) – Short cycle Introductory (QF-EHEA)**  All core modules must be taken | | | | |
| **Code** | **Module Title** | **Type** | **Semester** | **Credits** |
| **OUac008111** | Academic Writing | **C** | **S1** | **6** |
| **OUac008112** | Introduction to Business | **C** | **S1** | **6** |
| **OUac008113** | Mass Media & Society | **C** | **S1** | **6** |
| **OUac008114** | Introduction to Business Analytics | **C** | **S1** | **6** |
| **OUac008115** | Computer Service | **C** | **S1** | **6** |
| **OUac008121** | Business Environment | **C** | **S2** | **6** |
| **OUac008122** | Introduction to Psychology: Developmental, Personality, Social and Clinical | **C** | **S2** | **6** |
| **OUac008123** | Marketing Management | **C** | **S2** | **6** |
| **OUac008124** | Economics for Business | **C** | **S2** | **6** |
| **OUac008125** | Organisation Behaviour | **C** | **S2** | **6** |
| **Credit Total** | | | | **60** |

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| **Overall Programme Credit Total** | **60** |

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| 1. **GRADING** |
| **Grading system:**  Assessments are graded in percentage and correspond to a letter grade and a grade point.  To pass a module, students need an overall of 40% weighted average of their combined continuous assessment (TMA) and examination.   |  |  |  |  | | --- | --- | --- | --- | | **Marks (x) %** | **Description** | **Letter Grade** | **Grade point** | | X ≥ 70 | Excellent | A | 5 | | 60 ≤ X ≥ 69 | Very Good | B | 4 | | 50 ≤ X ≥ 59 | Good | C | 3 | | 40 ≤ X ≥ 49 | Satisfactory | D | 2 | | 40 < X | Ungraded | U | 0 | | Non-graded/pending | See section 17.1.1 in assessment rules and regulation for pending grades letter codes | | | |
| **Cumulative Point Average (CPA):**  CPA will determine the classification of your Certificate. Your CPA is the weighted average of your overall mark in each module. The weight being the number of credits attached to each module and your average module mark being the weighted average of the continuous assessment and final exam.  Example:   |  |  |  |  | | --- | --- | --- | --- | | **Module** | **Score % (weighted average continuous assessment and exam)** | **Credit Unit** | **Module score = Credit x score** | | **BAXX1** | **64** | **4** | **64\*4=256** | | **BAXX2** | **71** | **3** | **71\*4=213** | | **BAXX3** | **44** | **4** | **44\*4=176** | | **BAXX4** | **59** | **3** | **59\*3=177** | | **BAXX5** | **82** | **4** | **82\*4=328** | | **BAXX6** | **62** | **8** | **62\*8=496** | | **Total** | | **26** | **1646** | | **CPA = 1646/26=63.31** | | | | |

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| 1. **PROGRESSION, EXIT POINTS AND AWARD** | |
| Progression | If a student fails to achieve 60 credits at the end of a year level, the board of examiners will make a decision with regard to the student’s progression. At its discretion, the board of examiners may:   * require the student to repeat the year; * award of an exit award once you’ve exhausted all the opportunities to retrieve failed assessment.   OU Certificate in Business Communication Program graduates who successfully complete all the required modules with a minimum of 60% in each module will be considered for direct entry in year 2 of the Bachelor of Arts in Business Communication (BABC) program at **University of Canada West** (UCW), based on the agreement between OU and UCW. |
| Classification of Awards | For the award of the Certificate, all modules of the programme must be completed.   |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Award** | **Title** | **Level**  **NQ-MQA** | **Total required Credits** | **Classification Based on Cumulative Point Average (CPA)** | | Certificate | Certificate of Business Communication | 5 | 60 | **Distinction**: CPA ≥70  **Merit: 5**0 ≤ CPA ≤ 69  **Pass: 4**0 ≤ CPA ≤ 59 | |

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| 1. **STUDENT SUPPORT** |
| The Open University Learner support addresses learners’ needs depending on the unique situation, location and characteristics of the learner. Its main objectives are to assist students to maintain and develop as a successful and independent learner.  Since it is not mandatory for our learners to attend face to face sessions, The Open University will provide the following support:   * Special videos will be produced and all online classes will be recorded and recordings provided. * Skype Sessions will be provided for overseas or learners with special needs * Printed materials will be posted to overseas learners with low internet connectivity * All relevant educational materials and resources will be shared on the University’s E-learn platform (Moodle) * Computer Lab facilities for practical sessions will be provided under the supervision of qualified practitioners * Counselling and regular meetings with program managers * Large prints will be made available for learners with visual impairment * Extra time or special arrangements for examination will be provided for learners with special needs * Progress of learners will be monitored through evaluation reports by resource person at phases interval to assess their progress |

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| 1. **Have your say** |
| Open University values student feedback and students will be given opportunities to have their say on their learning experience in the following way:   * Student programme and module evaluation surveys; * Acting as student representative and participate in a range of committees such as the staff-student consultative committee; * Participate in programme validation processes.   The University will respond to student feedback through the following channels:   * Response and action taken following the module evaluation survey will be posted on the e-platform; * Action from minutes will be monitored by the chair of the relevant committees; * Annual programme monitoring process will take into account student feedback; * Programme review process (every five years). |