

CHK301CES Effective Communication Skills 3
Assignment Brief
2,000-word essay

Assessment Weighting: 100%
Due: 19 April 2023, Wednesday

Module Learning Outcomes Assessed
LO1. Critically examine Emotional Intelligence and at least one other communication theory (for example Neuro-Linguistic Programming, Transactional Analysis and Johari Window) in relation to your professional development.
LO2. Critically analyse your current level of communication ability and how you intend to enhance this in relation to your position in a competitive graduate labour market.

GUIDELINES TO THIS ASSIGNMENT

This assignment consists of tasks that align with the above learning outcomes (i.e., analysis of communication theories, evaluation of current communication competence and application of learning in action planning) with a word count of 2000 words. The standard University 10% +/- margin applies.

● **Structure of the essay**

- An appropriate title
- A brief but interesting introduction (around 100 words)
- A section critically examining how Emotional Intelligence and one other communication theory, e.g., Johari Window, TA and NLP, will enable you to operate more effectively within a graduate career (around 600 words)
- A section evidencing self-awareness of your current level of communication ability (strengths and weaknesses) as well as how learning has made your communication more effective with analysis of at least 4 course activities and self-assessments, e.g., Listening Audit, EI Assessment, Personal Skills Audit (around 600 words)
- A section covering an action plan- detailing what actions you will take and how you will apply learnt theories/ concepts, e.g., NLP rapport building, EI and TA, to address key communication weaknesses with a view to enhancing performance in your graduate career (around 600 words)
- A brief but useful conclusion (around 100 words)
- A reference list
- An appendix ((necessary to include the audits/ assessments or peer feedback that you analyse in the part concerning self-awareness while optional to include others considered helpful)

In the tutorial of **Week 10, there will be discussion and consultation concerning this assignment.*

How to pass this module

In order to pass this module, you need to:

- ensure that you have met the learning outcomes and requirements as detailed in this Assignment Brief.
- ensure that all the information is **true**. (The value of this exercise lies in sincerity. You have to analyse real experiences and self-assessments that you have really done. Making up information is totally unacceptable.)
- ensure that the assignment meets academic standards for referencing, structure, spelling and grammar use.
- submit the assignment via Turnitin by the given deadline.

Coursework submission

- Put your student ID number and name on the first page (or as a 'running head') and save your essay as a PDF file.
- Submit your essay electronically via TURNITIN in Canvas by the deadline. After the initial submission, check the Originality Report for the similar percentage. If it is too high, you are advised to look at the matching texts and sources, and then try to acknowledge the sources and paraphrase the ideas accordingly so as to make the essay plagiarism free. The setting allows resubmission. However, note that Originality Reports for initial submissions will be generated immediately while the generation of those for any resubmission will require at least 24 hours.

Important rules to note

- All work submitted after the submission deadline without an approved valid reason will be given a mark of zero.
- Requests for short deferrals (extensions) will only be considered before the submission deadline on grounds of extenuating circumstances. Please refer to the deferral procedure and other details in the Programme Student Handbook

Word Count Limit

You must indicate the number of words in brackets at the end of the essay. When you calculate this, you must include any citations you have used but you do not need to count the Reference List or any Appendices. The standard University 10% +/- margin applies.

Appendices

The contents of Appendices are not normally given a separate mark, but they may contribute to your overall mark. It is advisable to use Appendices as supporting material, arrange them in the order as they are mentioned in the text and refer to them clearly in-text, e.g, 'see Appendix A'.

Plagiarism

As part of your assignment, you are required to examine some theories, e.g., EI and TA, and so may need to cite some key ideas. It is important that you correctly acknowledge sources. Do not attempt to pass this off as your own work as doing so is known as plagiarism. It is not acceptable to copy from another source without acknowledging that it is someone else's writing or thinking. This includes using paraphrases as well as direct quotations. You are expected to correctly cite and reference the works of others in the *Harvard/ APA style*. If you are unsure, please consult your tutor.

Assessment Grade Criteria

Module Name: Effective Communication

Module Code: CHK301CES

Grade Criteria	Fail / Referred (0-39)	Pass / Third Class (40-49)	Pass / Lower Second Class (2:2) (50-59)	Merit / Upper Second Class (2:1) (60-69)	Distinction / First Class (70-100)*
*Critical analysis of Communication theories in relation to professional development (20%)	Shows limited or no understanding of the theories. Has unsubstantiated and invalid discussion or has failed to use as many theories as required.	Shows limited understanding of the theories. Demonstrates some basic analysis and discussion, but with some major problems.	Demonstrates reasonable understanding of the theories. Has acceptable analysis and discussion but may be too general, not specific to future career.	Shows good understanding of the theories. Has well-reasoned analysis in the context of future career.	Shows excellent depth and breadth of understanding of the theories. Presents strong and critical analysis in the context of future career.
*Self-awareness of communication ability, strengths, and weaknesses (20%)	Presents very limited or no evidence of self-awareness. Insufficient discussion of strengths and weaknesses, lacking in substance or logic.	Shows limited evidence of self-awareness. More strengths and weaknesses should be recognised and logically analysed.	Demonstrates reasonable evidence of self-awareness. Strengths and weaknesses sufficiently recognised and analysed.	Shows good evidence of self-awareness. Strengths and weaknesses well recognised and analysed.	Shows excellent and comprehensive evidence of self-awareness. Strengths and weaknesses very well recognised and analysed.
* Action planning for improvement (20%)	Not relevant to communication or future career; lacking valid or concrete actions to make improvements or with too many problems.	Shows some weaknesses to address but not well related to future career or self-awareness in the previous part, rather too brief or with major problems.	Presents an acceptable action plan to address some weaknesses related to future career but may need more details and substance.	Presents a SMART action plan to address specific weaknesses in relation to future career, referring to a couple of learnt theories.	Presents a detailed and SMART action plan to address specific weaknesses, appropriately drawing on relevant theories and resources.
Referencing (15%)	Shows no use of sources or totally inappropriate referencing.	Shows limited use of sources, which are incorrectly cited and listed.	Shows some use of relevant sources, but with errors in the citations and in the reference list.	Shows use of valid sources and presents them appropriately in the text and in the reference list.	Shows a good range of valid sources and accurately references them in the text and in the reference list.
Presentation and language (25%)	Not clearly written and presented with very frequent serious errors that cause confusion and incoherence.	Adequately written and presented but with noticeable serious errors that may impede understanding and compromise readability.	Mostly clearly written and presented but with a number of noticeable errors.	Clearly written and presented with appropriate use of language, transitions, headings and topic sentences with few major errors.	Very well written and presented with good use of language, transitions, headings and topic sentences.

* To pass the assessment, it is necessary to meet ALL the learning outcomes and attain at least an overall 40%.

* For a mark of 80+, the assignment should be of outstanding standard in all respects.