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| Short Title: | Personal Development APPROVED |
| Full Title: | Personal Development |
| Module Code: | DMED H1012 |
| ECTS credits: | 5 |
| NFQ Level: | 6 |
| Module Delivered in | 5 programme(s) |
| Module Contributor: | Margaret Kinsella |
| Module Description: | The aim of this module is to: Assist learners in the development of their study skills for third level courses. Enable learners to practice and improve their written communication. Enable learners to practice and improve their oral communication, especially to support the delivery of oral presentations. Enhance learners interpersonal skills, towards effective working in groups and teams. |
| Learning Outcomes: | |
| <i>On successful completion of this module the learner will be able to</i> | |
| <ol style="list-style-type: none"> 1. Explain the importance of effective study skills and techniques and describe the means of achieving this through focused listening, selective reading, active learning and organisation strategies. 2. Describe key issues for effective written communication; explain features of well structured reports and effective writing techniques 3. Describe key issues for effective oral communication; explain features of well structured presentations and effective presentation techniques 4. Describe teams and team work including concepts such as team member roles, group dynamics, non-verbal communication; and be able to describe benefits and problems with team working, and strategies for effective teams and teamworking 5. Plan a study project, identify resource requirements, locate resources, and refer appropriately to the resources in the final project work 6. Design and write well written, well structured reports 7. Deliver oral presentations, on and off camera, with and without the use of visual aids 8. Participate effectively in teams | |

Module Content & Assessment

Indicative Content

Study Skills at third level

- Effective listening & note taking - Effective reading; including: goal-oriented reading, and methods such as SQ3R - Effective study techniques and organisation strategies. - Reference materials: Sources and methods of locating relevant reference materials; effective ways to use the work of others; the 'honour code' – plagiarism and how to avoid it through appropriate referencing and citation methods - Working to multiple deadlines: developing and planning effective study methods; allocating time based on importance of tasks; strategic approaches to coping with difficult workloads.

Written Communication

- Recap of written English essentials: paragraph and sentence structure, grammar, punctuation and spelling; and how Word Processors and other computer applications/resources can assist - Communicating with a purpose – identifying your audience and its needs - Structuring different forms of written communication; including essays and reports

Oral Presentation Skills

- Pillars of effective communication – preparation and delivery - Preparation – identification of audience profile, attitudes, needs and expectations, issues of context, time allotted for presentation, logistical issues re time and venue, research techniques and preparation timeline, rehearsals, dress, coping with nerves - Delivery – Importance of balancing spontaneity with prepared material, deciding whether to use notes, script or deliver ex tempore, use of slides and other props, maintaining the audience's interest, set-piece beginnings and endings, relating to your audience - eye contact, volume, clarity, pace, vocabulary, humour - Coping with hostile questioning

Teamwork

- Defining teams and groups, - Factors influencing teamwork - Problems in teams, and strategies for their prevention and resolution

Indicative Assessment Breakdown

| Indicative Assessment Breakdown | % |
|---------------------------------|---------|
| Course Work Assessment % | 100.00% |

Course Work Assessment %

| Assessment Type | Assessment Description | Outcome addressed | % of total | Assessment Date |
|-----------------|--|-------------------|------------|-----------------|
| Project | Independent and team practical project work and will focus on conducting research, collating, reporting and presenting information. For example, group identity projects perhaps creating group photo and student bios. Create an asset, document process and issues involved and present to group and year. | 1,2,3,4,5,6,7,8 | 100.00 | n/a |

No Final Exam Assessment %

ITB reserves the right to alter the nature and timings of assessment

Indicative Module Workload & Resources

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| Resources |
| <i>Supplementary Book Resources</i> |
| <p>Henry J. McClave, <i>Communication for Business</i>, 4th Revised edition edition (1 Aug 2008) Ed., Gill & Macmillan Ltd; [ISBN: 0717144550]</p> <p>Michael Morley... [et al.] 1998, <i>Principles of organisational behaviour</i>, Gill & Macmillan Dublin [ISBN: 0717126684]</p> |
| <i>This module does not have any article/paper resources</i> |
| <i>Other Resources</i> |
| <p>online resource: <i>Online free study guides to support development of study skills:</i> http://www.studygs.net/index.htm</p> <p>online resource: <i>Mindtools article on the SQ3R reading method</i> http://www.mindtools.com/pages/article/newLSS_02.htm</p> <p>online resource: <i>WIT handouts on undergraduate study skills</i> http://www2.wit.ie/StudentLifeServices/StudentSupport/CHART/</p> |

Module Delivered in

| Programme Code | Programme | Semester | Delivery |
|----------------|---|----------|-----------|
| BN_DDMED_8 | Bachelor of Arts (Honours) in Creative Digital Media [240 ECTS credits] | 1 | Mandatory |
| BN_BDMKT_8 | Bachelor of Arts (Honours) in Digital Marketing | 2 | Elective |
| BN_DDMED_7 | Bachelor of Arts in Creative Digital Media [180 ECTS credits] | 1 | Mandatory |
| BN_BDMKT_7 | Bachelor of Arts in Digital Marketing | 2 | Elective |
| BN_BDMKT_XDE | Certificate in Digital Enterprise. Minor award of the Bachelor of Arts (Honours) in Digital Marketing | 1 | Mandatory |