## Module C

**Module Code:** 1004  
**Module Title:** Communication and Information  
**Module Leader:** John Nixon

**School which owns module:** School of Business and Entrepreneurship

**Programme(s) to which module belongs:**  
- BSc (Hons) Business Management (core)  
- BSc (Hons) Business Management (International Food and Agri-business) (core)

**Module Level:** 4  
**Module Credits:** 15  
**Prerequisites:** None

**Minimum Study Time:** 150 hours  
**Contact Hours within Study Time:** 24  
**Teaching Period:** October – May  
Tuesday periods 5 and 6

### Module Content

Communications. Information systems and management. Technology and associated skills in use of IT. Presentations. Report Writing; Data interpretation; Tables and Charts; Descriptive statistics (Averages, standard deviation); Index numbers. Measuring inequality; Normal distribution; Sampling and statistical inference; T tests.

### Module Outcomes

To achieve credit for this module, students must be able to:

1. Appreciate information systems and their impact upon organisations.
2. Use relevant technologies and develop skills in appropriate settings, retrieve, understand and organise data, and calculate and use descriptive statistics (measures of centre and spread).
3. Understand the principles of sampling and interpret sample results and sampling standard errors.
4. Communicate information about a business issue using the structure and presentation of a written business report.

### Assessment

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<th>Assessment</th>
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| Coursework   | 1 x report  
1 x presentation  
1 x group presentation  
1 x computerised exam  
1 x test          | 100%      |

### Key Texts: