**MAKERERE UNIVERSITY BUSINESS SCHOOL**

**FACULTY OF COMMERCE**

**DEPARTMENT OF AUDITING & TAXATION**

**BACHELOR OF SCIENCE IN ACCOUNTING**

**COURSE OUTLINE**

**COURSE TITLE: COMMUNICATION FOR ACCOUNTANTS**

**COURSE CODE: BSA1104**

**ACADEMIC YEAR: 2023/2024**

**YEAR OF STUDY: ONE**

**SEMESTER: ONE**

**Course description**

Successful accountants are effective communicators, clearly conveying thoughts, ideas, and suggestions during meetings, presentations, interviews, and negotiations with audit customers and executives. This course will therefore cover the practice of communication in accounting processes and duties. This will involve an appreciation of the different popular reports prepared and presented by accountants/auditors as well as the skill set required for their preparation and presentation.

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**Course objective**

1. To help students appreciate communication as valuable practice in the accounting processes.
2. To provide students with the working knowledge of the mediums of communication and their use.
3. To help students develop communication skills relevant for an accounting profession

**Learning outcomes / competences**

At the end of the course students should be able to:

* Demonstrate an understanding of the concepts in communication
* Prepare accounting information reports
* Make effective presentations to the various stakeholders
* Plan before communicating accounting information and develop properly organized messages that suit the audience
* Identify tools and best practices to communicate clearly.
* Understand the dynamics of building a team and strengthening client relationships.

**Detailed course outline**

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| No. | Topic | Details | Timing |
| 1. | The Communication Model | * Basic communication model
* The social communication model
* Importance of communication
* Communications exchanges from accountants
* Trends in communications (SWIFT)
* Impact of trends communication
* Formality of new trends (structures).
* Outline the factors to consider while choosing a method of communication.
* Forms of communication in accounting
* Writing
* Reading
* Listening
* Speaking
* Interpersonal communication
 | 30th Aug to 8th Sept*(8 hours)* |
| 2. | Written communications and Reports prepared by accountants | * Business letters, agendas (styles and formats of an agenda)
* Memos
* Reports
* Review process
* Writing curriculum vitaes and job application letters
 | 13th Sept to 6th Oct*(16 hours)* |
|  | **Coursework I to be done as a sit-in formative assessment** |
| 3. | Oral communication: Listening & speaking | * Listening skill
* Oral presentations
* Use of presentation visual aids
* Presentations made by accountants and the best Practices for Presentations
* Evaluation of feedback after presentation
* Interviews
 | 11th Oct to 2nd Nov*(14 hours)* |
| 4. | E-Communication and Social Media | * Social Media Used in the Accounting Profession
* Social Media Policies
* Blogs
* Instant Messaging and Texting
* Telephone Etiquette
 | 3rd Nov to 9th *(4hours)* |
|  | **Coursework to be done as take-home presentation formative assessment** |
| 5. | Ethical considerations for accounting communication | * Definition of ethics
* Accounting ethical standards
* How ethical considerations affect the way we communicate
* Qualities of ethical communication for accounting information
 | 10th Nov to 24th Nov*(6 hours)* |

**Mode of delivery**

Lectures

Group and class discussions

Class presentations

Case studies

Tutorials

**Mode of assessment**

Course work 30%

End of semester examination 70%

**Facilitator/ Lecturer**

Mr. Mukasa Joseph (0782890728)

Ms. Nabaweesi Jennifer (0772870059)

Ms. Naigaga Sharon (0781549383)

Ms. Namugwana Hannifah (0758477435)

Ms. Nantongo Assinah (0701624191)

**Study Materials**

Textbooks, Conference and Journal Publications and Online sources.

**Reading list**

1. May, C. B. & May, G. S. (2009). Effective Writing: A Handbook for Accountants (8th ed.). Upper Saddle River, NJ: Pearson Prentice Hall.
2. Courtland B, John V. Thill& Barbara .E. S(2010) Business Communication for Today: 10th edition.
3. Lisa, J & Craig,R. (2018), The Routledge Companion to accounting communication, 1st Edition, Routledge
4. Kursh R.S. (2014), Communication Strategy in Accounting, 1st Edition, Pearson Publishers
5. Ajmani, J.C.,(2012) Good English:Get it Right : Rupa publications
6. Courtland, B & John, V .T. (1997). Effective Business communication , 2nd Edition,Upper Saddle River, NJ.
7. Gill,H.(2012),Brilliant Communication Skills. Great Britain.
8. Taylor S. V Chandra,(2010),Communication for Business,4th Edition, Published by Pearson India
9. V. L. & Marie, E. F. (2005). Basic Business Communication, 10th edition, McGraw-Hill Irwin, New York