

**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: 2025/2026
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 covers the practice of communication in accounting processes and duties. This will involve identifying the different instances of communication in an accountancy environment and the forms of communication used to ensure effective communication. It will further foster the development of the learners' skill-set required in preparation and relaying accounting communications.

Course objective

- i. To enable students, understand communication as a valuable practice in the accounting processes.
- ii. To provide students with the working knowledge of the mediums of communication and their use.
- iii. To enable 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 accounting communication
- Prepare accounting communication messages
- Make effective presentations to the various stakeholders
- Demonstrate the ability to plan and develop organized messages that suit the audience
- Identify tools and best practices to communicate clearly.
- Demonstrate ability to use e-communication ways and means
- Have participated in learning teams.

Detailed course outline

No.	Topic	Details/content	Objective(s)	Timing
1.	The Communication Model	<ul style="list-style-type: none">• Basic communication model• The social communication model• Importance of communication• Communications exchanges from	Describing communication as a process and the nature of communication in an accounting environment	11 th Aug to 22 nd Aug (8 hours)

		accountants <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> – Writing – Reading – Listening – Speaking – Interpersonal communication 		
2.	Written communications and Reports prepared by accountants	<ul style="list-style-type: none"> • Business letters, agendas (styles and formats of an agenda) • Memos • Reports • Review process • Writing curriculum vitae and job application letters 	Enabling learners know the different forms of written communications and develop the skill of writing	25 th Aug to 19 th Sept (16 hours)
Coursework one assessment				
3.	Oral communication: Listening & speaking	<ul style="list-style-type: none"> • 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 	Enabling learners know the different forms of oral communications and develop the skill of active listening, presentation, reading, evaluating feedback	22 nd Sept to 16 th Oct (14 hours)
4.	E-Communication and Social Media	<ul style="list-style-type: none"> • Social Media Used in the Accounting Profession • Social Media Policies • Blogs • Instant Messaging and Texting • Telephone Etiquette 	Enable learners to identify and develop the ability to use the major digital formats available in an accounting environment Describe the evolving role of email in accounting environment	17 th Oct to 23 rd Oct (4 hours)
Coursework two to be done as take-home presentation assessment				
5.	Ethical considerations for accounting communication	<ul style="list-style-type: none"> • Definition of ethics • Accounting ethical standards • How ethical considerations affect the way we communicate 	Develop an understanding of the ethical considerations to observe when communicating	24 th Oct to 31 st Oct (6 hours)

		<ul style="list-style-type: none"> Qualities of ethical communication for accounting information 		
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Mode of delivery

Physical/online 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. Nantongo Assinah (0701624191)
Ms. Namande Miriam Norah (0759784184)
Mr. Ongom Nicholas Derrick (0779773629)

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