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: 2026/2027
YEAR OF STUDY: ONE
SEMESTER: ONE

Course description

This course covers the practice of communication in accounting processes and duties. It aims to equip accounting students with practical communication skills that support effective financial reporting, audit processes, stakeholder and workplace engagement. 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. On completion of this course the students will have to demonstrate the ability to prepare, present, and evaluate accounting communications in professional contexts.

Course competences

i. Ability to demonstrate the nature, relevance and conceptual understanding of communication in accountancy.
ii. Write reports, letters, memos, emails, CVs, making oral presentations, interpersonal communication at the workplace
iii. Evaluative abilities for given communication situations
iv. Demonstrate professional and ethical considerations in given communication instances.

Course learning outcomes

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

- Demonstrate ability to apply communication concepts in accounting processes
- Write e-mails, memos, and business letters for different purposes
- Deliver presentations tailored to stakeholders.
- Demonstrate active listening and feedback evaluation in accounting settings

- Use digital communication tools responsibly in professional practice
- Collaborate effectively in teams and reflect on communication practices.

Detailed course outline

No.	Topic	Details/content	Learning outcome	Timing	Facilitator(s)
1.	The Communication Model	• Meaning of communication • Relevance of communication • Effective communication – Communication as a professional – Communication in an organisational setting • Communication as a process – Basic communication model – The social communication model – Barriers to communication – The audience centred approach to communication • Communications exchanges from accountants • Interpersonal communication in accounting processes • Trends in communications (SWIFT) – Impact of trends communication – Formality of new trends (structures).	Demonstrate knowledge of communication concepts and relevance to accounting processes.	10th Aug to 21st Aug *(8 hours)*	Miriam, Dr. Jennifer & Nicholas
2.	Written communications prepared by accountants	• Writing as a process • Business letters, agendas (styles and formats of an agenda) • Memos • Reports • Writing curriculum vitaes and job application letters	Write e-mails, memos, and business letters with different tones for different purposes.	24th Aug to 18th Sept *(16 hours)*	Miriam, Dr. Jennifer & Nicholas
Coursework one 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	• Deliver presentations tailored to stakeholders. • Demonstrate active listening and feedback evaluation in accounting settings • Collaborate effectively in teams and reflect on communication practices.	21st Sept to 16th Oct *(16 hours)*	Sarah, Joseph & Assinah
4.	E-Communication and Social Media	• Social Media Used in the Accounting Profession • Social Media Policies • Blogs • Instant Messaging and Texting • Telephone Etiquette	• Demonstrate ability to use digital communication tools responsibly in professional practice	19th Oct to 23rd Oct *(4 hours)*	Sarah, Joseph & Assinah
Coursework two					
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	Demonstrate evaluative ability for ethical considerations to observe when communicating	26th Oct to 30th Oct *(4 hours)*	Sarah, Joseph & Assinah

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%

Facilitators
Group A
Ms. Namande Miriam Norah (0759784184)
Ms. Evalyne Sarah Ikisa (0785 964832)
Group B
Dr. Nabaweesi Jennifer (0772870059)
Ms. Nantongo Assinah (0701624191)
Group C
Mr. Mukasa Joseph (0782890728)
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