Learning Outcomes

<table>
<thead>
<tr>
<th>The student should be able to</th>
<th>Assessment Criteria</th>
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</thead>
<tbody>
<tr>
<td>1 Understand non-verbal communication and its importance in social interactions</td>
<td>1.1 Describe different types of non-verbal communication</td>
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<td></td>
<td>1.2 Analyse the importance of non-verbal communication in professional relationships</td>
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<tr>
<td>2 Understand social cognition and its importance in social interactions</td>
<td>2.1 Describe different types and theories of social cognition</td>
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<tr>
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<td>2.2 Analyse the importance of social cognition in professional relationships</td>
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</tbody>
</table>

Assessment Methodology

Presentation, portfolio or essay.

Grading of this Unit

The following grade descriptors will be applied to the assessment of this unit:

1 Understanding the Subject
2 Application of Knowledge
5 Communication and Presentation
7 Quality

Please refer to the QAA Grade Descriptors for detail of the components of each descriptor.

Indicative Content

Please note that the indicative content supplied below is intended as a suggested guide only. It is not meant to be a prescriptive, exhaustive or fully delivered content list.

1 Understand non-verbal communication and its importance in social interactions
   - Para language, timing, tone, concealment, accent, culture, emblems, facial expression, gestures, posture, proxemics, haptics, facial muscles in the communication of emotion

2 Understand social cognition and its importance in social interactions
   - Effect of stereotypes on impression formation and relationships, attributions and fundamental attribution error, culture and attribution, attitude formation, effect of transference, primacy and recency effect, self-fulfilling prophecy and stereotypes
   - Content could be applied to relationships such as doctor/nurse-patient, social worker-client, teacher-pupil