BUSN20017 *Effective Business Communications*
Term 2 - 2020

Profile information current as at 14/12/2025 12:39 pm

General Information

Overview

The unit aims to develop your skills and abilities to communicate effectively in business environments. The unit recognises employer and graduate needs to improve communication in different contexts. You will be introduced to different communication concepts including, but not limited to, models, competence, culture, media choice, channels and climate. You will also be introduced to the elements of effective communication for participation in business meetings, presentations, interpersonal and group interaction.

Details

Career Level: *Postgraduate*
Unit Level: *Level 8*
Credit Points: *6*
Student Contribution Band: *10*
Fraction of Full-Time Student Load: *0.125*

Pre-requisites or Co-requisites

There are no requisites for this unit.
Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure (Higher Education Coursework)](#).

Offerings For Term 2 - 2020

- Brisbane
- Melbourne
- Online
- Sydney

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Recommended Student Time Commitment
Each 6-credit Postgraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

Regional Campuses
Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

Metropolitan Campuses
Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview
1. **On-campus Activity**
Weighting: 45%
2. **Group Work**
Weighting: 55%

Assessment Grading
This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the University's Grades and Results Policy for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the CQUniversity Policy site.
You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the CQUniversity Policy site.

Previous Student Feedback

Feedback, Recommendations and Responses
Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Qualitative written evaluation

Feedback
Moodle site was confusing

Recommendation
Simplify the presentation of information on Moodle

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Recognize advanced knowledge and skills required in written, oral, and interpersonal communication to address complex business problems
2. Apply professional business writing and oral communication skills to effectively inform or persuade a target audience
3. Deliver effective presentations to transmit knowledge, skills and ideas to both specialist and non-specialist audiences and achieve business objectives
4. Critically analyse communication challenges faced by organisations by applying established theories to develop innovative strategies to address them
5. Apply autonomous thinking to reflect on good practices in workplace communication in different organizational contexts
6. Engage and collaborate with team members to demonstrate oral, written, and interpersonal communication.

Alignment of Learning Outcomes, Assessment and Graduate Attributes

| — N/A Level | ○ Introductory Level | ● Intermediate Level | ● Graduate Level | ○ Professional Level | ○ Advanced Level |

Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes					
	1	2	3	4	5	6
1 - On-campus Activity - 45%					●	
2 - Group Work - 55%	●	●	●	●	●	●

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes					
	1	2	3	4	5	6
1 - Knowledge	○	○	○	○	○	
2 - Communication	○	○	○	○	○	○
3 - Cognitive, technical and creative skills		○		○		
4 - Research				○		
5 - Self-management	○				○	○
6 - Ethical and Professional Responsibility	○	○	○	○		○
7 - Leadership						○
8 - Aboriginal and Torres Strait Islander Cultures						

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes							
	1	2	3	4	5	6	7	8
1 - On-campus Activity - 45%	○	○	○		○	○		
2 - Group Work - 55%	○	○	○	○	○	○	○	

Textbooks and Resources

Textbooks
BUSN20017

Prescribed

Work Communication: Mediated and Face-to-Face Practices
(2015)
Authors: Guirdham
Palgrave
ISBN: 9781137351449
Binding: eBook

Additional Textbook Information
Both the paper and eBooks copies, are available at the CQUni Bookshop here: http://bookshop.cqu.edu.au (search on the Unit code).

View textbooks at the CQUniversity Bookshop

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

Referencing Style

All submissions for this unit must use the referencing style: American Psychological Association 7th Edition (APA 7th edition)
For further information, see the Assessment Tasks.

Teaching Contacts

Cait White Unit Coordinator
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Schedule

Week 1 - 13 Jul 2020

Module/Topic	Chapter	Events and Submissions/Topic

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to BUSN20017 Effective Business Communications and the Communication Process	**Assigned Textbook Chapters and Excepts:** Guirdham, M (2015). Chapter 1 Introduction. In *Work communication: Mediated and face-to-face practices*. (pp. 3-26). London: PALGRAVE. Girdham, M (2015). Chapter 5 Interaction. In *Work communication: Mediated and face-to-face practices*. (pp. 105-130). London: PALGRAVE. **Excepted Textbook Chapter:** Hartley, P., & Chatterton, P. (2015). Developing your communication: Deciding where to start. In *Business communication: rethinking your professional practice for the postdigital age.* (pp. 13-35). (2nd ed.). London: Routledge. **Other articles that you need to read are on your Unit Moodle website.**	

Week 2 - 20 Jul 2020

Module/Topic	Chapter	Events and Submissions/Topic
Foundation Effective Business Communication Concepts	**Excepted Textbook Chapter:** Dwyer, J. (2016). Chapter 3 Interpersonal communication. In *Communication for business and the professions: Strategies and skills* (6th ed.). (pp. 46-78). Melbourne, VIC: Pearson Australia. **Other articles that you need to read are on your Unit Moodle website.**	

Week 3 - 27 Jul 2020

Module/Topic	Chapter	Events and Submissions/Topic

Excerpted Textbook Chapters:
Cenere, P., Gill, R., Lawson, C., & Lewis, M. Correspondence: Letters, memos, emails. In P. Cenere, R. Gill, C. Lawson, & M. Lewis Communication skills for business professionals. (pp. 277-306). Port Melbourne, VIC: Cambridge University Press.

Judith, D., & Hopwood, N. (2016). Chapter 16 write business letters. In J. Dwyer and H. Nicole (2015). The business communication handbook. (10th ed.). (pp. 492-531).

Effective Professional Genres of Written Communication

Judith, D., & Hopwood, N. (2016). Chapter 17 write email, memos, and short reports. In J. Dwyer & H. Nicole (2015). The business communication handbook. (10th ed.). (pp. 532-570).

Judith, D., & Hopwood, N. (2016). Chapter 18 write long reports. In The business communication handbook. (10th ed.). (pp. 571-609).

Judith, D., & Hopwood, N. (2016). Chapter 19 write technical documents and proposals. In The business communication handbook. (10th ed.). (pp. 610-633).

Week 4 - 03 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic
Effective Business Presentations	**Excerpted Textbook Chapter:** Dwyer, J. (2012). Chapter 5 Deliver presentations and speeches. In The Business communication handbook (9th ed.). (pp. 118-140). Melbourne, VIC: Pearson Australia. **Other articles that you need to read are on your Unit Moodle website.**	

Week 5 - 10 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic

Module/Topic	Chapter	Events and Submissions/Topic
Effective use of Communication Media within Business	**Assigned Textbook Chapters and excerpts:** Guirdham, M (2015). Chapter 2 Work communication modes. In Work communication: Mediated and face-to-face practices. (pp. 27-50). London: PALGRAVE. Guirdham, M. (2015). Chapter 6 Demography, culture, situation and mode as influences on communication. In Work communication: Mediated and face-to-face practices. (pp. 145-154). London: PALGRAVE. Guirdham, M. (2015). Chapter 9 Cooperation, work relations and knowledge sharing. In Work communication: Mediated and face-to-face practices. (pp. 227-229). London: PALGRAVE. **Other articles that you need to read are on your Unit Moodle website.**	

Vacation Week - 17 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic

Week 6 - 24 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic
Effective Interpersonal Business Communication	**Assigned Textbook Chapter:** Girdham, M (2015). Chapter 3 Social cognition and impression management. In Work communication: Mediated and face-to-face practices. (pp. 53-78). London: PALGRAVE. Girdham, M (2015). Chapter 4 Contributing to communication, self-presentation and impression management. In Work communication: Mediated and face-to-face practices. (pp. 79-104). London: PALGRAVE. **Excerpted Textbook Chapter:** Dunn, D. M., & Goodnight, L. J. (2014). Creating a positive communication climate. In Communication embracing difference. (pp. 123-142). (4th ed.). London: Routledge. **Other articles that you need to read are on your Unit Moodle website.**	

Week 7 - 31 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic

| Academic Written Communication | **Excepted Textbook Chapters:** Grellier, J. & Goerke, V. (2014). Chapter 7 Reflective writing. In Communication skills toolkit: Unlocking the secrets of tertiary success. (3rd ed.). (pp. 91-104). Melbourne, VIC.: Cengage Learning. Summers, J., & Smith, B. (2014). Chapter 3 Report writing. In Writing communications skills handbook, (4th ed.). (pp. 43-52). Milton, QLD: Wiley. Summers, J., & Smith, B. (2014). Chapter 4 The case study. In Writing communications skills handbook, (4th ed.). (pp. 53-68). Milton, QLD: Wiley. Summers, J., & Smith, B. (2014). Chapter 5 Essay writing. In Writing communications skills handbook, (4th ed.). (pp. 69-78). Milton, QLD: Wiley. | The online assessment covers weeks one, two, three, and five (week four content is **NOT** covered in this assessment). Please refer to the Assessment One: Online Assessment description. You will undertake this assessment during your assigned workshop--no exceptions.

Online Activity Due: Week 7 Monday (31 Aug 2020) 3:00 pm AEST |

Week 8 - 07 Sep 2020

Module/Topic	Chapter	Events and Submissions/Topic
Effective Team and Group Business Communication	**Assigned Textbook Chapter:** Girdham, M (2015). Chapter 10 Working in groups and teams. In Work communication: Mediated and face-to-face practices. (pp. 244-274). London: PALGRAVE. **Other articles that you need to read are on your Unit Moodle website.**	

Week 9 - 14 Sep 2020

Module/Topic	Chapter	Events and Submissions/Topic
Effective Organizational Communication	**Assigned Textbook Excerpt:** Girdham, M (2015). Chapter 12 Organizational structures and cultures. In Work communication: Mediated and face-to-face practices. (pp. 312-316). London: PALGRAVE. **Excerpted Textbook Chapter:** Eunson, B. (2007). Chapter 5 Networks, virtual organisations and networking. In Eunson, B. (2007). Communication in the Workplace. (pp. 71-87). Milton, QLD: Wrightbooks. **Other articles that you need to read are on your Unit Moodle website.**	

Week 10 - 21 Sep 2020

Module/Topic	Chapter	Events and Submissions/Topic
Effective Intercultural Communication within Business Contexts	**Excerpted Textbook Chapter:** Tuleja, E. A. (2017). Culture and context in communication. In Intercultural Communication for Global Business: How Leaders Communicate for Success (pp. 156-187). London: Routledge. **Other articles that you need to read are on your Unit Moodle website.**	

Week 11 - 28 Sep 2020

Module/Topic	Chapter	Events and Submissions/Topic

| Effective Persuasion, Influence, and Argument and Thinking Critically within the Business Context | **Assigned Textbook Excerpt:** Guirdham, M (2015). Chapter 8 Influencing, handling conflict and negotiation. In Work communication: Mediated and face-to-face practices. (pp. 193-205). London: PALGRAVE. **Excerpted Textbook Chaptes:** Cottrell, S. (2017). Chapter 7 Does it add up? In Critical thinking skills: Effective analysis, argument and reflection. (3rd ed.). (pp. 89-105). London: PALGRAVE. Inch, E. S. & Tudor, K. H. (2018). Chapter 4 constructing claims. In Critical thinking and communication: The use of reason in argument. (7th ed.). (pp. 118-146). Boston: Pearson. **Other articles that you need to read are on your Unit Moodle website.** |

Week 12 - 05 Oct 2020

Module/Topic	Chapter	Events and Submissions/Topic
The Unit In Review		**Presentation and Short Academic Essay** Due: Week 12 Friday (9 Oct 2020) 11:55 pm AEST

Review/Exam Week - 12 Oct 2020

Module/Topic	Chapter	Events and Submissions/Topic

Exam Week - 19 Oct 2020

Module/Topic	Chapter	Events and Submissions/Topic

Term Specific Information

As announced by the Vice-Chancellor, CQUniversity will move to online teaching from Monday, 23 March 2020 until the end of Term 2., 2020. This change means that instead of attending on-campus lectures and workshops, you will be able to click on a link to join an online lecture (one hour) and workshop (two hours) via Zoom.   Further information on how to access and use Zoom can be found in Moodle.

Assessment Tasks

1 Online Activity

Assessment Type
On-campus Activity

Task Description
Assessment Type: Online Assessment Activity
Weighting: This assessment total weighting is 45% of your overall grade.
Content: The online assessment activity is based upon the content of weeks one, two, three, and five. The Week Four content is not included in this assessment.
Format: The online activity consists of 20 multiple-choice questions that are worth one point each. There will also be one written response question that is worth 25 points. The multiple-choice questions will ask you to choose one of five potentially correct answers to the question. There is only one correct response for each question. The written response question will consist of a memo written in response to a case study provided in the quiz. The memo should be 200-300 words in length.
Date and Time: The online assessment activity will be administered in Week Seven during your allocated workshop.

There will be a link to the assessment within the Week Seven section of Moodle. Once you begin the assessment, you will have 90 minutes to complete and submit the assessment. After 90 minutes, your responses with be automatically submitted. While you have 90 minutes to undertake this assessment, please remember that you must take the assessment during the two hours allocated to your workshop. This means that if your workshop runs from 12.00 PM-2.00 PM and you start the assessment at 1.00 PM, you only have one hour to take the assessment because the link closes at 2.00 PM. My advice to you is to start the assessment close to the official commencement time of your workshop. You may only undertake this assessment during your assigned workshop.

Further details about this assessment are provided on the Unit Moodle site.

Assessment Due Date
Week 7 Monday (31 Aug 2020) 3:00 pm AEST

This on-line activity will be administered during your workshop in Week 7

Return Date to Students
Week 9 Monday (14 Sept 2020)

Marks will be uploaded in Moodle.

Weighting
45%

Assessment Criteria
There is only one correct answer to the multiple-choice questions.
The written response question is evaluated based on the following assessment criteria:
1. Heading-5 points
2. Opening statement-5 marks
3. The problem-5 marks
4. The solution to the problem-5 marks
5. Closing-3 marks
6. Presentation and Quality of Writing-2 marks

Referencing Style

- American Psychological Association 7th Edition (APA 7th edition)

Submission
No submission method provided.

Learning Outcomes Assessed

- Apply autonomous thinking to reflect on good practices in workplace communication in different organizational contexts

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Self-management
- Ethical and Professional Responsibility

2 Presentation and Short Academic Essay

Assessment Type
Group Work

Task Description
Assessment type: Part I: Group oral video presentation and Part II: Short Essay
Weighting: This assessment accounts for 55% of your final grade.
Due date: The assessment is due in on Friday, October 9th, Week 12 2020 at 11:55 PM AEST. There is a late deduction of 2.75 points per day after the due date.
Format: There are two parts to this assessment. These are:
1. A group oral presentation, a sentence level speaking outline, and a team charter. The recording of the presentation must include PowerPoint slides and a 'live' image of the speakers. There are additional resources of Moodle that will assist you with the required structure and format of the presentation, sentence-level speaking outline, and team charter. You must follow the required format.

References: The recorded presentation must include 15 academic references (assumedly 5 references for each speaker). You must use the APA reference style. You may only use articles from the Required Journal List (RJL). The references list must be attached to the sentence level speaking outline.

Length: The presentation must be between 15- 20 minutes in length.

2. A short essay, that reflects upon your experiences as a member of the group undertaking this assessment. There are additional resources on Moodle that will assist you with the required structure of an academic essay. The essay must follow the required format for an academic essay.

References: The short essay must include five academic references. You must use the APA reference style. You may only use articles from the Required Journal List (RJL)

Length: This essay must be 1000 words in length including the references.

Further details about this assessment are provided on the Unit Moodle site.

Assessment Due Date

Week 12 Friday (9 Oct 2020) 11:55 pm AEST

You will need to submit: 1. A link to your presentation; 2. Your Team Charter; 3. Your Sentence-Level Speaking Outline, which includes your References; and 4. Your Individual Essay

Return Date to Students

Marks and feedback will only be released after Certification of Grades.

Weighting

55%

Assessment Criteria

The Video Presentation group contribution is evaluated based on the following assessment criteria:

1. Introduction-5 marks
2. Conclusion-3 marks
3. Sentence-level speaking outline-5 marks
4. References-5 marks
5. Team Charter- 5 marks

The Video Presentation individual contribution is evaluated based on the following assessment criteria:

1. Main point-6 marks
2. Delivery-3 marks

The Individual Essay is evaluated based on the following assessment criteria:

1. Introduction-5 marks
2. Reflection-5 marks
3. Recommendations-5 marks
4. Conclusion-3 marks
5. References-5 marks

Referencing Style

- American Psychological Association 7th Edition (APA 7th edition)

Submission

Online Group

Submission Instructions

There is a video and a written document instructing you how to use Zoom and upload your correctly formatted video into Moodle

Learning Outcomes Assessed

- Recognize advanced knowledge and skills required in written, oral, and interpersonal communication to address complex business problems
- Apply professional business writing and oral communication skills to effectively inform or persuade a target audience
- Deliver effective presentations to transmit knowledge, skills and ideas to both specialist and non-specialist audiences and achieve business objectives
- Critically analyse communication challenges faced by organisations by applying established theories to develop innovative strategies to address them
- Apply autonomous thinking to reflect on good practices in workplace communication in different organizational contexts
- Engage and collaborate with team members to demonstrate oral, written, and interpersonal communication.

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management
- Ethical and Professional Responsibility
- Leadership

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the **Student Academic Integrity Policy and Procedure**. This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?
A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?
A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?
For academic advice and guidance, the Academic Learning Centre (ALC) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?

Be Honest
If your assessment task is done by someone else, it would be dishonest of you to claim it as your own

Seek Help
If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)

Produce Original Work
Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem