



# BUSN20017 *Effective Business Communications*

## Term 3 - 2020

Profile information current as at 20/06/2021 11:16 pm

All details in this unit profile for BUSN20017 have been officially approved by CQU University and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

## 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 3 - 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.



## Textbooks and Resources

### Textbooks

BUSN20017

#### Prescribed

#### Work Communication: Mediated and Face-to-Face Practices (2015)

Authors: Guirdham

Palgrave

ISBN 9781137351449

Binding: eBook

[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

[c.j.white@cqu.edu.au](mailto:c.j.white@cqu.edu.au)

## Schedule

### Week 1 - 09 Nov 2020

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

**Week 2 - 16 Nov 2020**

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

**Week 3 - 23 Nov 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Effective Professional Genres of Written Communication	<p><b>Excerpted Textbook Chapters:</b> Cenere, P., Gill, R., Lawson, C., &amp; Lewis, M. Correspondence: Letters, memos, emails. In P. Cenere, R. Gill, C. Lawson, &amp; M. Lewis <i>Communication skills for business professionals</i>. (pp. 277-306). Port Melbourne, VIC: Cambridge University Press.</p> <p>Judith, D., &amp; Hopwood, N. (2016). Chapter 16 write business letters. In J. Dwyer and H. Nicole (2015). <i>The business communication handbook</i>. (10th ed.). (pp. 492-531).</p> <p>Judith, D., &amp; Hopwood, N. (2016). Chapter 17 write email, memos, and short reports. In J. Dwyer &amp; H. Nicole (2015). <i>The business communication handbook</i>. (10th ed.). (pp. 532-570).</p> <p>Judith, D., &amp; Hopwood, N. (2016). Chapter 18 write long reports. In <i>The business communication handbook</i>. (10th ed.). (pp. 571-609).</p> <p>Judith, D., &amp; Hopwood, N. (2016). Chapter 19 write technical documents and proposals. In <i>The business communication handbook</i>. (10th ed.). (pp. 610-633).</p>	

**Week 4 - 30 Nov 2020**

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

**Vacation Week - 07 Dec 2020**

Module/Topic	Chapter	Events and Submissions/Topic
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**Week 5 - 14 Dec 2020**

Module/Topic	Chapter	Events and Submissions/Topic
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**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.**

Effective use of Communication Media within Business

**Week 6 - 21 Dec 2020**

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

**Vacation Week - 28 Dec 2020**

Module/Topic	Chapter	Events and Submissions/Topic
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**Week 7 - 04 Jan 2021**

Module/Topic	Chapter	Events and Submissions/Topic
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Academic Written Communication	<p><b>Excepted Textbook Chapters:</b>  Grellier, J. &amp; 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., &amp; Smith, B. (2014). Chapter 3 Report writing. In Writing communications skills handbook, (4th ed.). (pp. 43-52). Milton, QLD: Wiley.  Summers, J., &amp; Smith, B. (2014). Chapter 4 The case study. In Writing communications skills handbook, (4th ed.). (pp. 53-68). Milton, QLD: Wiley.  Summers, J., &amp; Smith, B. (2014). Chapter 5 Essay writing. In Writing communications skills handbook, (4th ed.). (pp. 69-78). Milton, QLD: Wiley.</p>	<p>The online assessment covers weeks one, two, three, four, five, and six. Please refer to the Assessment One: Online Assessment description. You will undertake this assessment during your assigned workshop--no exceptions.</p> <p><b>Online Activity Due:</b> Week 7 Monday (4 Jan 2021) 11:45 pm AEST</p>
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**Week 8 - 11 Jan 2021**

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

**Week 9 - 18 Jan 2021**

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

**Week 10 - 25 Jan 2021**

Module/Topic	Chapter	Events and Submissions/Topic
Effective Intercultural Communication within Business Contexts	<p><b>Excepted Textbook Chapter:</b>  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.  <b>Other articles that you need to read are on your Unit Moodle website.</b></p>	

**Week 11 - 01 Feb 2021**

Module/Topic	Chapter	Events and Submissions/Topic
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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 Chaptres:**

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 - 08 Feb 2021**

Module/Topic	Chapter	Events and Submissions/Topic
The Unit In Review		<b>Presentation and Short Academic Essay</b> Due: Week 12 Friday (12 Feb 2021) 11:55 pm AEST

**Exam Week - 15 Feb 2021**

Module/Topic	Chapter	Events and Submissions/Topic
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## 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, four, five, and six.

**Format:** The online activity consists of 30 multiple-choice questions that are worth one mark each. There will also be one written response question that is worth 15 marks. 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 will 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 (4 Jan 2021) 11:45 pm AEST

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

**Return Date to Students**

Marks will be uploaded in Moodle.

## Weighting

45%

## Assessment Criteria

**There is only one correct answer to the multiple-choice questions (30 marks).**

**The written response question is evaluated based on the following assessment criteria:**

1. Heading-2 marks
2. Opening statement-2 marks
3. The problem-3 marks
4. The solution to the problem-4 marks
5. Closing-2 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: Individual Short Essay

**Weighting:** This assessment accounts for 55% of your final grade. Part I is worth 32 marks and Part II is worth 23 marks.

**Due date:** Part I: Group oral video presentation is due Friday, February 5th, Week 11 2021 at 11:55 PM AEST. There is a late deduction of 2.75 points per day after the due date. Part II: Individual Short Essay is due Friday, February 12th, Week 12 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:

Part I:

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 (7th Edition). You may only use articles from the Required Journal List (RJL). The references list must be included both in the sentence level speaking outline and the presentation PowerPoint slides.

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

Part II:

2. An individual short essay, that reflects upon your individual experiences as a member of the group undertaking this assessment (Part I). You will complete this part of the assessment individually. 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 (7th Edition). 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 (12 Feb 2021) 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 Short 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.

### 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

### 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.