



BUSN20017 *Effective Business Communications*

Term 2 - 2021

Profile information current as at 09/12/2022 11:23 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 2 - 2021

- 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 SAM

Feedback

The students are not watching the lecture content videos.

Recommendation

It is recommended that the workshop facilitators show some of the videos within the workshops. That way the students will have the necessary knowledge to undertake the activities.

Feedback from Discussions between the Unit Coordinator and the Teaching Team

Feedback

The on-campus students are not attending the workshops.

Recommendation

It is recommended that the Unit Coordinator and the individual workshop facilitators strongly encourage the students to attend the workshops by highlighting the importance and benefit of workshop attendance.

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

Additional Textbook Information

The textbook is available as an ebook through the CQU Library (Please see eReading List). If you prefer to study with your own copy, paper and eBook copies can purchased 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

Michelle Thompson Unit Coordinator

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Cait White Unit Coordinator

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Schedule

Week 1 - 12 Jul 2021

Module/Topic	Chapter	Events and Submissions/Topic
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**Introduction to BUSN20017
Effective Business
Communications and the
Communication Process**

Assigned Textbook Chapters and Excerpts:

Guirdham, M (2015). Chapter 1 Introduction. In *Work communication: Mediated and face-to-face practices*. (pp. 3-26). London: PALGRAVE.

Guirdham, M (2015). Chapter 5 Interaction. In *Work communication: Mediated and face-to-face practices*. (pp. 105-130). London: PALGRAVE.

Excerpted 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 - 19 Jul 2021

Module/Topic	Chapter	Events and Submissions/Topic
Effective Non-verbal and Listening for the Business Context	<p>Excerpted Textbook Chapter: 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>Other articles that you need to read are on your Unit Moodle website.</p>	

Week 3 - 26 Jul 2021

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

Week 4 - 02 Aug 2021

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 5 - 09 Aug 2021

Module/Topic	Chapter	Events and Submissions/Topic
Effective Organizational Communication	Assigned Textbook Chapter: Guirdham, 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.	

Vacation Week - 16 Aug 2021

Module/Topic	Chapter	Events and Submissions/Topic
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Week 6 - 23 Aug 2021

Module/Topic	Chapter	Events and Submissions/Topic
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Academic Written Communication

Excerpted 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 on-line assessment activity will be administered in Week 6 during your allocated workshop time. There will be a link to the assessment in 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 complete the assessment because the link closes at 2.00 PM.

On-line Assessment Activity Due:
 Week 6 Monday (23 Aug 2021) 11:45 pm AEST

Week 7 - 30 Aug 2021**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 8 - 06 Sep 2021**Module/Topic****Chapter****Events and Submissions/Topic****Effective Team and Group Business Communication**

Assigned Textbook Chapter:
 Guirdham, 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 - 13 Sep 2021**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 10 - 20 Sep 2021**Module/Topic****Chapter****Events and Submissions/Topic**

Effective Professional Genres of Written Communication

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).
 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).

Assessment Two: The sentence-level speaking outline and team charter is due in Week 10 Monday, September 20th, 11:55 PM (Brisbane time).
Assessment Two: Part I: Group presentations will take place within Weeks 10, 11, and 12 workshops. Please check the Assessment Two presentation schedule for your assigned presentation date.

Week 11 - 27 Sep 2021

Module/Topic	Chapter	Events and Submissions/Topic
Effective Persuasion, Influence, and Argument and Thinking Critically within the Business Context	<p>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.</p> <p>Excerpted Textbook Chapters: 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.</p> <p>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.</p> <p>Other articles that you need to read are on your Unit Moodle website.</p>	<p>Assessment Two - Part I: Group presentations will take place within Weeks 10, 11 and 12 workshops. Please check the Assessment Two presentation schedule for your assigned presentation date.</p>

Week 12 - 04 Oct 2021

Module/Topic	Chapter	Events and Submissions/Topic
The Unit In Review		<p>Assessment Two - Part I: Group presentations will take place within Weeks 10, 11 and 12 workshops. Please check the Assessment Two presentation schedule for your assigned presentation date.</p> <p>Assessment Two - Part II: Individually Written Short Essay is due Week 12, Tuesday, October 5th, 11:55 PM (Brisbane time).</p>

Assessment Tasks

1 On-line Assessment Activity

Assessment Type

On-campus Activity

Task Description

Assessment Type: On-line-campus Assessment Activity

Weighting: This assessment total weighting is 45% of your overall grade.

Content: The on-line campus assessment activity is based upon the content of Weeks 1, 2, 3, 4 and 5.

Format: The on-line activity consists of five (5) short written-response questions. Each written response is worth nine (9) points. Each response should be around 150-200 words in length.

Other: No external sources may be accessed during the administration of this assessment. All short written-response questions must be 'in your own words'. In the absence of an approved extension, there will be no late submissions allowed for this assessment item.

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

Assessment Due Date

Week 6 Monday (23 Aug 2021) 11:45 pm AEST

The on-line assessment activity will be administered in Week Six during your allocated workshop time. There will be a link to the assessment within the Week Six 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 complete 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.

Return Date to Students

Week 9 Monday (13 Sept 2021)

Marks will be uploaded in Moodle.

Weighting

45%

Assessment Criteria

The short written-response questions are evaluated based on the following assessment criteria:

1. Conceptual definition-3 marks
2. Illustration/Example-3 marks
3. Explanation-3 marks

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

No submission method provided.

Submission Instructions

Link to the Assessment in Week Six

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 Group Presentation and Individually Written Academic Essay

Assessment Type

Group Work

Task Description

Assessment type: Part I: Group Presentation and Part II: Individually Written Essay

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

Format: There are two parts to this assessment. These are:

Part I: In Part I of this assessment, you will develop and present an in-class presentation using PowerPoint with two other individuals who are enrolled within your allocated workshop. In addition, the group will develop a sentence-level speaking outline and a team charter. This part of the assessment will be delivered as a group and evaluated based upon both group effort and individual contribution as specified in the marking rubric. There are additional resources on the Unit Moodle site 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 for all parts.

References: The presentation must include a total of 15 academic references (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 15 minutes in length (Introduction ~2 minutes, Main Points ~4 minutes (12 minutes in total), Conclusion 1 minute)

Part II: In Part II, you will individually write a short self-reflection essay that analyses your individual experiences at work. Your essay should identify one internal communication skill that you do effectively and one internal communication skill upon which you can improve (a challenge for you). You will need to explain why your ability to perform the communication skill is effective and why your other communicative behaviour is a challenge for you. In addition, you will need to discuss what you could do to improve your identified communication challenge. Here you will need to identify specific communication behaviours that would improve upon your ability to communicate (as directly related to your identified challenge). For example, you could focus upon listening as a communication behaviour that you do well. You will need to explain why you are a good listener at work. In addition, you could talk about professional email interaction as a skill that you find challenging. Again, you will need to explain what you are not doing well. Lastly, you could talk about how you would specifically improve your email communication—here you need to talk about what aspects of your email communication you would change to the end of turning a challenging communication skill into an effective communication skill.

References: The short essay must include five (5) 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 1500 words in length, excluding the references.

Other: Late penalties will be applied in accordance with the university policy.

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

Assessment Due Date

Assessment Two - Part I: Group presentations will take place within Weeks 10, 11 and 12 workshops. Please check the Assessment Two presentation schedule for your assigned presentation date. One member of the group will upload your sentence-level speaking outline and team charter by Week 10, Monday, September 20th at 11:55 PM (Brisbane time). Assessment Two - Part II: Individually Written Short Essay is due Week 12, Tuesday, October 5th at 11:55 PM (Brisbane time). There is a late deduction of 2.75 points per day after the due date.

Return Date to Students

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

Weighting

55%

Assessment Criteria

The 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 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. Recommendation-5 marks
4. Conclusion-3 marks
5. References-5 marks

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online Group

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