BUSN20017 *Effective Business Communications*
Term 1 - 2022

Profile information current as at 23/04/2024 11:34 pm

All details in this unit profile for BUSN20017 have been officially approved by CQUniversity 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 1 - 2022

- 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.

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

There are no required textbooks.

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

Schedule

Week 1 - 07 Mar 2022

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to BUSN20017 Effective Business Communications and the Communication Process	**Assigned Textbook Chapter and Excerpted Textbook Chapter (eReading List):** Guirdham, M (2015). Chapter 1 and Chapter 5 . Hartley, P., & Chatterton, P. (2015). **Other articles that you need to read are on your Unit Moodle website.**	

Week 2 - 14 Mar 2022

Module/Topic	Chapter	Events and Submissions/Topic
Effective Non-verbal and Listening for the Business Context	**Excerpted Textbook Chapter (eReading List):** Dwyer, J. (2016). Chapter 3 **Other articles that you need to read are on your Unit Moodle website.**	

Week 3 - 21 Mar 2022

Module/Topic	Chapter	Events and Submissions/Topic

Effective Internal Messages	**Assigned Textbook Chapter and Excerpted Textbook Chapters (eReading List):** Guirdham, M (2015). Chapter 8 Cottrell, S. (2017). Inch, E. S. & Tudor, K. H. (2018). **Other articles that you need to read are on your Unit Moodle website.**	

Week 4 - 28 Mar 2022

Module/Topic	Chapter	Events and Submissions/Topic
Effective Business Presentations	**Excerpted Textbook Chapter (eReading List):** Dwyer, J. (2012). **Other articles that you need to read are on your Unit Moodle website.**	

Week 5 - 04 Apr 2022

Module/Topic	Chapter	Events and Submissions/Topic
Effective Interpersonal Business Communication	**Assigned Textbook Chapter and Excerpted Texbook Chapter (eReading List):** Guirdham, M (2015). Chapter 3 and Chapter 4. Dunn, D. M., & Goodnight, L. J. (2014). **Other articles that you need to read are on your Unit Moodle website**.	

Vacation Week - 11 Apr 2022

Module/Topic	Chapter	Events and Submissions/Topic

Week 6 - 18 Apr 2022

Module/Topic	Chapter	Events and Submissions/Topic
Effective Academic Writing	**Excerpted Textbook Chapters eReading List):** Grellier, J. & Goerke, V. (2014). Summers, J., & Smith, B. (2014). Chapters 3-5	To be administered in Week 6 during your allocated workshop time via a link in Moodle. After 90 minutes, your responses will be automatically submitted. 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. Please read details in Moodle assessment tile. **On-line Assessment Activity** Due: Week 6 Monday (18 Apr 2022) 11:45 pm AEST

Week 7 - 25 Apr 2022

Module/Topic	Chapter	Events and Submissions/Topic
Effective use of Communication Media within Business	**Assigned Textbook Chapters and Excerpts:** Guirdham, M (2015). Chapter 2, Chapter 6 (pp. 145-154), and Chapter 9 (pp. 227-229). **Other articles that you need to read are on your Unit Moodle website.**	

Week 8 - 02 May 2022

Module/Topic	Chapter	Events and Submissions/Topic
Effective Team and Group Business Communication	**Assigned Textbook Chapter:** Guirdham, M (2015). Chapter 10. **Other articles that you need to read are on your Unit Moodle website.**	**Assessment Two - Team Charter is Due Friday, May 6th, 11:59 PM AEST**

Week 9 - 09 May 2022

Module/Topic	Chapter	Events and Submissions/Topic
Effective Internal Organisational Communication	**Assigned Textbook Chapter Except and Excerpted Textbook Chapter (eReading List):** Guirdham, M (2015). Chapter 12 (pp. 312-316). Eunson, B. (2007). **Other articles that you need to read are on your Unit Moodle website.**	

Week 10 - 16 May 2022

Module/Topic	Chapter	Events and Submissions/Topic
Effective Intercultural Communication within Business Contexts	**Excerpted Textbook Chapter:** Tuleja, E. A. (2017). **Other articles that you need to read are on your Unit Moodle website.**	

Week 11 - 23 May 2022

Module/Topic	Chapter	Events and Submissions/Topic
Effective Professional Genres of Written Communication	**Excerpted Textbook Chapters:** Cenere, P., Gill, R., Lawson, C., & Lewis, M. Judith, D., & Hopwood, N. (2016). Chapters 16-19.	**Assessment Two - Part I Due (Group Presentation Video and Speaking Outline) Friday, May 27th, 11:59 PM AEST**

Week 12 - 30 May 2022

Module/Topic	Chapter	Events and Submissions/Topic
The Unit In Review		**Assessment Two - Part II Due (Individually Written Short Essay) Monday, May 30th, 11:59 PM AEST**

Review/Exam Week - 06 Jun 2022

Module/Topic	Chapter	Events and Submissions/Topic

Exam Week - 13 Jun 2022

Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 On-line Assessment Activity

Assessment Type
On-campus Activity

Task Description
Assessment Type: On-line Assessment Activity.
This assessment will be administered in Week 6 during your allocated workshop time via a link in Moodle. After 90 minutes, your responses will be automatically submitted. 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.
Content: The on-line assessment activity is based upon the content of Weeks 1, 2, 3, 4, and 5.
Format: The on-line assessment activity consists of Thirty six (36) multiple-choice questions and one (1) short written-response questions.
Weighting: This assessment total weighting is 45% of your overall grade. Each multiple-choice question has one right answer and is worth one point each. The short written-response question is worth nine (9) points. The response should be around 150-200 words in length.
Other: No external sources may be accessed during the administration of this assessment. The answer to the short written-response question 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 (18 Apr 2022) 11:45 pm AEST

Return Date to Students

Marks will be uploaded in Moodle.

Weighting
45%

Assessment Criteria
The short written-response question is evaluated based on the following assessment criteria:
1. Conceptual definition-3 marks
This criterion evaluates the conceptual accuracy of the definition of a concept (as the concept is used within the context of this unit).
2. Illustration/Example-3 marks
This criterion evaluates the extent to which the illustration/example accurately represents the concept defined.
3. Explanation-3 marks
This criterion evaluates the degree to which the information clarifies the link between the definition and the illustration/example.

Referencing Style

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

Submission
Online

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 Video Presentation (including a Team Charter and a Sentence-Level Speaking Outline) 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.
Part I Group Video Presentation (including a Team Charter and a Sentence-Level Speaking Outline): This assessment is based upon the following case study.
You are a manager for DataDog, a small data management company. There are 30 employees in total and the business is based in Melbourne Australia. As the internal communication within DataDog is not always effective, the CEO has asked you work with two other members of your team to deliver a presentation about effective communication to all members of DataDog. You and the other two members of your team are all experts in the field of business communication, having successfully undertaken a Unit in Effective Business Communications (this is your ethos). Each member of the group has been asked to talk about one topic relevant to internal interpersonal communication. These topics are:
1. Defensive communication between supervisors and subordinates;
2. Supervisors not using effective persuasive and/or influential influence strategies; and
3. Ineffective email between co-workers.
In this part of Assessment Two you will work together with two other individuals from your assigned workshop. Each member of the group must pick one of the preceding challenges to respond to. Based upon this case study the group will develop a video presentation using PowerPoint, a sentence-level speaking outline, and a team charter. This part of the assessment will be submitted 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 content, structure, and format of the presentation, the sentence-level speaking outline, and the team charter. You must follow the requirements for all parts.
References: The video 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 video presentation must be 15 minutes in length (Introduction ~2 minutes, Main Points ~4 minutes (12 minutes in total), Conclusion 1 minute)
Part II Individually Written Essay: In Part II, you will individually write a short self-reflection essay that analyses your personal communication experiences within the business context. You must pick one of following topics: defensive and supportive internal business communication, persuasive and/or influential internal business communication, or internal business email communication. You may pick the same topic as your individual group presentation topic, but please remember this essay focuses upon your personal communication experiences within the business context. With your chosen topic in mind, you must provide an example of effective and ineffective communication. Here you will need to explain why the communication is effective and why the communication is ineffective. Next, you will need to discuss what you could do to improve your identified ineffective communication. Here you will need to identify specific communication behaviours that would improve upon your ability to communicate (as directly related to your previously identified ineffective communication) within the business context.
For example, you could focus upon your workplace experiences with influential and/or persuasive internal business communication. Think about your experiences in this regard--What do you do well? What could be improved? Based upon your answers to these questions describe one internal influential and/or persuasive business communicative interaction that you did effectively and one influential and/or persuasive business communicative interaction that was ineffectively. Please make sure you back up each example by explaining why the communication is either effective or ineffective. Next, you will need to discuss how you would specifically change your ineffective communication—describe the remedial communication behaviours and

justify why these behaviours would be effective.
References: The short self-reflective essay must include three (3) academic references. You must use the APA reference style (7th Edition). You may only use articles from the Required Journal List (RJL). These references must be different from the references that you have used in the presentation.
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

Part I: Group Presentation. One member of the group will upload your Team Charter in Moodle on Friday, May 6th, 11:59 PM AEST (Brisbane Time) in Week Eight. The same member of the group will upload the Presentation Video and Speaking Outline in Moodle on Friday, May 27th, 11:59 PM AEST (Brisbane Time) in Week Eleven. Please do not upload your PowerPoint slides. Part II: Individually Written Short Essay is due Monday, May 30th, 11:59 PM AEST (Brisbane Time) in Week Twelve.

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
This criterion evaluates the attention-getting statement, statements of the ethos and exigency, the preview of main points, the articulation of a thesis statement, and the transitional statement from the introduction to the 1st main point.
2. Conclusion-3 marks
This criterion evaluates the re-articulation of the main points and thesis statement; in addition to the final capstone statement.
3. Sentence-level speaking outline-5 marks
This criterion evaluates the application of the required format and the quality of the written presentation (please see example in Moodle)
4. References-5 marks
This criterion evaluates the application of the APA (7th edition) referencing style and the use of the required number of articles from the required Journal list (RJL).
5. Team Charter- 5 marks
This criterion evaluates the quality of the team's responses to the stipulated questions.
The Presentation individual contribution is evaluated based on the following assessment criteria:
1. Main point-6 marks
The criterion evaluates the main points in terms of the required 5 steps of the body points (step 1 – – problem/solution, step 2 – – the problem, step 3 – – the solution, step 4 – – the benefits, step 5 – – the actualisation) and the use of transitional statements.
2. Delivery-3 marks
This criterion evaluates the eye contact, vocal variety and expression, conveyance of confidence and knowledge through paralinguistic cues, tone of speech, and rate of delivery.
The Individual Short Essay is evaluated based on the following assessment criteria:
1. Introduction-5 marks
This criterion evaluates the introduction in terms of the identification of the topic, the description of the significance of the topic, the preview of the structure of the essay, the articulation of the thesis, and the use of a transitional statement from the introduction to the 1st body paragraph.
2. Description and explanation of one effective and one ineffective communication skill or activity-5 marks
This criterion evaluates the identification and discussion of an effective communication skill (what you do well; including explanation of why you are effective in this business communication activity) and the identification and discussion of an ineffective business communication skill (what are you doing that is ineffective, including an explanation of why the communication skill is ineffective).
3. Description and justification of remedial communication-5 marks
This criterion evaluates the description and the justification of the proposed remedial communication action focusing specifically upon the connection between the proposed remedial communication action and the previously articulated ineffective communication (logical and pragmatic).
4. Conclusion-3 marks
This criterion evaluates the restatement of the topic, summarisation of the main points, and provision of ineffective closing statement.

5. References-5 marks
This criterion evaluates the application of the APA (7th edition) referencing style and the use of the required number of of articles from the required Journal list (RJL).

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