



# **BUSN20017 Effective Business Communications**

## **Term 1 - 2023**

Profile information current as at 26/04/2024 03:36 am

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.

### Corrections

#### Unit Profile Correction added on 22-02-23

In the Assessment tasks "1 Assessment One - Part One" should be replaced with "Assessment One"

In the Assessment tasks "2 Assessment One" should be replaced by "Assessment Two"

In the Assessment tasks "3 Cumulative Quiz" should be changed to "Assessment Three"

#### Unit Profile Correction added on 22-02-23

In the schedule week nine the content "Assessment One - Part Two" should be replaced with "Assessment Two - Part One".

In the schedule week 10 the content "Assessment One - Part Three" should be replaced with "Assessment Two - Part Two".

In the schedule week 12 (module/topic) "Assessment Two" should be replaced with "Assessment Three".

In the schedule week 12 (Events and submissions/Topic "Assessment Two" should be replaced with "Assessment Three".

#### Unit Profile Correction added on 22-02-23

In the current 2 Assessment One- Part Two section (Task description) there are two instances of "Assessment One" that should be changed to Assessment Two.

In the current 3 Cumulative Quiz section there are four instances of "Assessment Two" that need to be changed to "Assessment Three".

## 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 - 2023

- 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. **Annotated bibliography**

Weighting: 23%

#### 2. **Presentation**

Weighting: 32%

#### 3. **On-campus Activity**

Weighting: 45%

### 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 Student evaluations

**Feedback**

Provide feedback earlier in the term.

**Recommendation**

The assessment items have been re-arranged (Term 2, 2022 on-wards) so that the students can receive feedback before the end of the term.

## 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

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
1 - Annotated bibliography - 23%	•	•	•	•	
2 - Presentation - 32%	•	•	•		•
3 - On-campus Activity - 45%				•	•

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
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					

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

## Schedule

### Week 1 - 06 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
<b>Introduction to BUSN20017 Effective Business Communications and the Communication Process</b>	<b>Assigned Textbook Chapter and Excerpted Textbook Chapter (eReading List):</b> Guirdham, M. (2015). Chapter 1 and Chapter 5 . Hartley, P., & Chatterton, P. (2015). <b>Other articles that you need to read are on your Unit Moodle website.</b>	The unit content is presented in a series of short videos. Please watch these videos in advance of the workshop. The workshop contains a range of interactive activities, which are aimed at enhancing your competence as an effective business communicator.

### Week 2 - 13 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
<b>Effective Non-verbal and Listening for the Business Context</b>	<b>Excerpted Textbook Chapter (eReading List):</b> Dwyer, J. (2016). Chapter 3 <b>Other articles that you need to read are on your Unit Moodle website.</b>	The unit content is presented in a series of short videos. Please watch these videos in advance of the workshop. The workshop contains a range of interactive activities, which are aimed at enhancing your competence as an effective business communicator.

### Week 3 - 20 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
<b>Effective Business Presentations</b>	<b>Excerpted Textbook Chapter (eReading List):</b> Dwyer, J. (2012). <b>Other articles that you need to read are on your Unit Moodle website.</b>	The unit content is presented in a series of short videos. Please watch these videos in advance of the workshop. The workshop contains a range of interactive activities, which are aimed at enhancing your competence as an effective business communicator.

### Week 4 - 27 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
<b>Effective use of Communication Media within Business</b>	<b>Assigned Textbook Chapters (eReading List):</b> Guirdham, M. (2015). Chapter 2, Chapter 6 (pp. 145-154), and Chapter 9 (pp. 227-229). <b>Other articles that you need to read are on your Unit Moodle website.</b>	The unit content is presented in a series of short videos. Please watch these videos in advance of the workshop. The workshop contains a range of interactive activities, which are aimed at enhancing your competence as an effective business communicator.

### Week 5 - 03 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic
<b>Effective Interpersonal Business Communication</b>	<p><b>Assigned Textbook Chapters and Excerpted Textbook Chapter (eReading List):</b>            Guirdham, M. (2015). Chapter 3 and Chapter 4.            Dunn, D. M., &amp; Goodnight, L. J. (2014).</p> <p><b>Other articles that you need to read are on your Unit Moodle website.</b></p>	<p>The unit content is presented in a series of short videos. Please watch these videos in advance of the workshop. The workshop contains a range of interactive activities, which are aimed at enhancing your competence as an effective business communicator.</p>

**Vacation Week - 10 Apr 2023**

Module/Topic	Chapter	Events and Submissions/Topic
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**Week 6 - 17 Apr 2023**

Module/Topic	Chapter	Events and Submissions/Topic
<b>Effective Team and Group Business Communication</b>	<p>Assigned Textbook Chapter <b>(eReading List):</b>            Guirdham, M. (2015). Chapter 10.</p> <p><b>Other articles that you need to read are on your Unit Moodle website.</b></p>	<p>The unit content is presented in a series of short videos. Please watch these videos in advance of the workshop. The workshop contains a range of interactive activities, which are aimed at enhancing your competence as an effective business communicator.</p>

**Week 7 - 24 Apr 2023**

Module/Topic	Chapter	Events and Submissions/Topic
<b>Effective Internal Organisational Communication</b>	<p><b>Assigned Textbook Chapter Except and Excerpted Textbook Chapter (eReading List):</b>            Guirdham, M. (2015). Chapter 12 (pp. 312-316).            Eunson, B. (2007).</p> <p><b>Other articles that you need to read are on your Unit Moodle website.</b></p>	<p>The unit content is presented in a series of short videos. Please watch these videos in advance of the workshop. The workshop contains a range of interactive activities, which are aimed at enhancing your competence as an effective business communicator.</p>

**Week 8 - 01 May 2023**

Module/Topic	Chapter	Events and Submissions/Topic
<b>Effective Internal Messages and Critical Thinking</b>	<p><b>Assigned Textbook Chapter and Excerpted Textbook Chapters (eReading List):</b>            Guirdham, M. (2015). Chapter 8            Cottrell, S. (2017).            Inch, E. S. &amp; Tudor, K. H. (2018).</p> <p><b>Other articles that you need to read are on your Unit Moodle website.</b></p>	<p>The unit content is presented in a series of short videos. Please watch these videos in advance of the workshop. The workshop contains a range of interactive activities, which are aimed at enhancing your competence as an effective business communicator.</p> <p><b>Assessment One - The Annotated Bibliography is due on Friday, May 5th, 11:59 PM AEST</b></p> <p><b>Assessment One - Part One Due:</b>            Week 8 Friday (5 May 2023) 11:59 pm AEST</p>

**Week 9 - 08 May 2023**

Module/Topic	Chapter	Events and Submissions/Topic
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**Effective Intercultural Communication within Business Contexts**

**Excerpted Textbook Chapter (eReading List):**  
Tuleja, E. A. (2017).  
**Other articles that you need to read are on your Unit Moodle website.**

The unit content is presented in a series of short videos. Please watch these videos in advance of the workshop. The workshop contains a range of interactive activities, which are aimed at enhancing your competence as an effective business communicator.

**Assessment One - Part Two--The SLSO is due on Friday, May 12th, 11:59 PM AEST**

#### Week 10 - 15 May 2023

**Module/Topic**

**Chapter**

**Events and Submissions/Topic**

**Effective Professional Genres of Written Communication**

**Excerpted Textbook Chapters (eReading List):**  
Cenere, P., Gill, R., Lawson, C., & Lewis, M. (2015).  
Judith, D., & Hopwood, N. (2016).  
Chapters 16-19.  
**Other articles that you need to read are on your Unit Moodle website.**

The unit content is presented in a series of short videos. Please watch these videos in advance of the workshop. The workshop contains a range of interactive activities, which are aimed at enhancing your competence as an effective business communicator.

**Assessment One - Part Three--The Video Presentation is due on Friday, May 19th, 11:59 PM AEST**

#### Week 11 - 22 May 2023

**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  
**Other articles that you need to read are on your Unit Moodle website.**

The unit content is presented in a series of short videos. Please watch these videos in advance of the workshop. The workshop contains a range of interactive activities, which are aimed at enhancing your competence as an effective academic communicator.

#### Week 12 - 29 May 2023

**Module/Topic**

**Chapter**

**Events and Submissions/Topic**



## Assessment Two

**Assessment Two will be administered in Week 12 during your allocated workshop. You must take this Assessment in person ON CAMPUS during your workshop. Failure to undertake the assessment in person during your workshop will result in a failing grade for this assessment. If you are undertaking this assessment Offshore or Distance, online invigilation protocol strictly applies (this will be discussed during your workshop). Failure to adhere to the online invigilation protocol will result in a failing grade for this assessment. This assessment is administered on-line. 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. NO OUTSIDE SOURCES MAY BE ACCESSED DURING THIS ASSESSMENT. THIS IS A CLOSED BOOK ASSESSMENT**

### Review/Exam Week - 05 Jun 2023

Module/Topic	Chapter	Events and Submissions/Topic
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### Exam Week - 12 Jun 2023

Module/Topic	Chapter	Events and Submissions/Topic
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## Assessment Tasks

### 1 Assessment One - Part One

#### Assessment Type

Annotated bibliography

#### Task Description

Assessment One is based upon a case study.

The following information outlines the case study and the specific requirements of the first part of the assessment.

You are a communication consultant. You have been asked by the CEO of a large-sized construction organisation to review the internal mediated communication (including but not limited to email, Zoom, Teams). The organisation, LOHI Construction, is a large multinational organisation with offices in Melbourne and South-East Asia. The problem falls in two general areas:

1. Mediated interpersonal communication; and
2. Mediated team communication;

Your task is to develop a video presentation that addresses ONE of these problem areas (you will need to refine the problem to more narrowly address within the presentation). This video will be shared with all LOHI Construction employees.

To accomplish this task, you first decide to write up an Annotated Bibliography. You know that this is an important first step because the Annotated Bibliography will help you find the evidence for your presentation. Being aware of the

reputable academic journals in the field of communication you pick five articles from journals listed on the Required Journal List (RJL--you will find this document in the Assessment Tile in Moodle). For each article in your Annotated Bibliography, you include:

1. An overview of the main focus or purpose or aim of the article (e.g., This article focuses on . . . .);
2. A summary of the theory, definitions of the main variables or concepts, and, if applicable, the research methods (e.g., qualitative, quantitative, or mixed methods);
3. A description of the findings, results and/or conclusions; and
4. An explanation of how this article will fit into your presentation (This article will fit into the presentation . . . .).

Each entry should be between 200-300 words in length (1500 max length). You must ONLY use articles from journals listed on the RJL. Failure to do so will impact your mark for this part of the assessment. Please make sure you paraphrase. Do not directly copy information from the journal article abstract. You must include a reference list (APA 7th Edition).

### **Assessment Due Date**

Week 8 Friday (5 May 2023) 11:59 pm AEST

You must upload your file as a word document.

### **Return Date to Students**

Week 10 Friday (19 May 2023)

All assessment items are subject to final moderation by the Unit Coordinator. Assessment items will not be released until the moderation is entirely completed.

### **Weighting**

23%

### **Assessment Criteria**

Assessment Criteria

The Annotated Bibliography is evaluated based on the following assessment criteria:

1. Five individual bibliographic entries -- 4 marks each--20 marks in total.
2. References-3 marks

This part of Assessment One is worth 23 marks.

### **Referencing Style**

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

### **Submission**

No submission method provided.

### **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

## **2 Assessment One - Part Two**

### **Assessment Type**

Presentation

### **Task Description**

The following information outlines the second part of Assessment One.

There are two components to this part of Assessment One: The Sentence-Level-Speaking-Outline (SLSO) and the Video Presentation.

The SLSO is an outline of the information (including referenced information and reference list) contained within the presentation. Having developed this document, you can then use it to develop your speaking notes. There are some

examples of a SLSO on Moodle (please see the Assessment Tile). The SLSO must include the 5 academic journal references you wrote about in your Annotated Bibliography. You will reference the information from these journal articles in-text and include the articles within a reference list in the SLSO (APA 7th Edition). Again--these references are the same ones that were included in The Annotated Bibliography.

As a general guide, the SLSO should be around 500-700 words in length. Please remember this document is not a verbatim transcript of what you are going to say in your presentation. It is a sketch or an outline of what you plan to say.

Having developed your SLSO you can then start on your Video Presentation. You will present and record a presentation, using PowerPoint. The Video Presentation must include both the PowerPoint Slides and an image of the person who is speaking. The presentation must include the 5 academic references you wrote about in your Annotated Bibliography (Within your presentation you must orally cite your references and include a reference list at the end of your PowerPoint Slides (APA 7th Edition). Again--these references are the same ones that were included in The Annotated Bibliography.

The Video Presentation should be nine to ten (9-10) minutes in length. The introduction should be two (2) minutes in length. The body of the presentation should be around 3-4 minutes, while the conclusion should be around one (1) minute. It is important that you keep to time—do not go over. Information presented after the 10 minute limit will not be evaluated for marking purposes. Please practice your presentation in advance so that you know it is the correct length. You can use Zoom to record your video presentation (please see Moodle for more instructions about recording and uploading your presentation).

### **Assessment Due Date**

The SLSO is due Week Nine (Friday May12th by 11:59 PM AEST). The Video Presentation is due in Week Ten (Friday May 19th by 11:59 PM AEST)

### **Return Date to Students**

The SLSO and Video Presentation will be released two weeks after the due date (subject to the completion of the marking moderation)

### **Weighting**

32%

### **Assessment Criteria**

Assessment Criteria

The sentence-level-speaking outline is evaluated based on the following criteria:

1. The format - 5 marks
2. The written presentation - 5 marks
3. The use of journals from the Required Journal List (RJL) and correct application of the APA (7th Edition) referencing style - 5 marks.

This part of Assessment One is worth 15 marks.

The video presentation is evaluated based on the following criteria:

1. The introduction - 5 marks
2. The body - 6 marks
3. The conclusion - 3 marks
4. The delivery - 3 marks

This part of Assessment One is worth 17 marks.

The combined second part of Assessment One is worth 32 marks.

The combined total marks for Assessment One is 55 marks.

### **Referencing Style**

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

### **Submission**

No submission method provided.

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

### 3 Cumulative Quiz

**Assessment Type**

On-campus Activity

**Task Description**

The following information outlines the specific requirements for Assessment Two:

Assessment Two consists of forty-five (45) multiple-choice questions based upon the content presented in weeks 1-10 (one through ten).

Assessment Two will be administered in Week 12 during your allocated workshop. You must take this Assessment in person ON CAMPUS during your workshop. Failure to undertake the assessment in person during your workshop will result in a failing grade for this assessment. If you are undertaking this assessment Offshore or Distance, online invigilation protocol strictly applies (this will be discussed during your workshop). Failure to adhere to the online invigilation protocol will result in a failing grade for this assessment.

This assessment is administered on-line. 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.

NO OUTSIDE SOURCES MAY BE ACCESSED DURING THIS ASSESSMENT. THIS IS A CLOSED BOOK ASSESSMENT

Assessment Two is worth a total of 45 marks.

**Assessment Due Date**

The assessment is subject to moderation. If the moderation has not been completed before the end of Week 12 the marks will be available on certification date.

**Return Date to Students****Weighting**

45%

**Assessment Criteria**

No Assessment Criteria

**Referencing Style**

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

**Submission**

No submission method provided.

**Learning Outcomes Assessed**

- 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

## 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