BUSN20017 *Effective Business Communications*
Term 3 - 2023

Profile information current as at 02/05/2024 08:26 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.

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 - 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 This concern arises from the student evaluations.

Feedback

The quality of the feedback and the timely provision of this feedback.

Recommendation

This issue has been raised at a school level and the unit coordinator will endeavour to follow the guidance provided. The unit coordinator will continue to speak with the teaching team and provide examples of good feedback. All assessment will be scheduled in a manner that maximises the usefulness of the assessment for student learning.

Feedback from This is a schoolwide requirement.

Feedback

The teaching and learning activities and resources need to be reviewed for relevancy and recency.

Recommendation

The unit coordinator will undertake a review of the teaching and learning activities and resources for Term Three, 2023.

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

— 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**
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

Pagon Lo Unit Coordinator
p.lo@cqu.edu.au
Cait White Unit Coordinator
c.j.white@cqu.edu.au

Schedule

Week 1 - 06 Nov 2023

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to BUSN20017 Effective Business Communications and the Communication Process	**Required textbook chapter, excerpted textbook Chapter (eReading List), and recommended journal articles (see moodle).**	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 Nov 2023

Module/Topic	Chapter	Events and Submissions/Topic
Effective Non-verbal and Listening for the Business Context	**Required excerpted textbook chapter (eReading List) and recommended journal articles(see moodle).**	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 Nov 2023

Module/Topic	Chapter	Events and Submissions/Topic
Effective Interpersonal Business Communication	**Required textbook chapters and excerpted textbook Chapter (eReading List), and recommended journal articles (see moodle).**	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 Nov 2023

Module/Topic	Chapter	Events and Submissions/Topic

Effective Team and Group Business Communication Assessment Three - Part One	Required textbook chapter (eReading List) and recommended journal articles (see moodle).	**Assessment Three Part One will be administered in Week 4 during your allocated workshop. This assessment covers weeks 1 - 3 and consists of 15 multiple-choice questions. 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 30 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 1.45 PM, you only have fifteen minutes to complete the assessment because the link closes at 2.00 PM.
		NO OUTSIDE SOURCES ARE TO BE ACCESSED DURING THIS ASSESSMENT. THIS IS A CLOSED BOOK ASSESSMENT. ALL ASSESSMENT PROTOCOL MUST BE FOLLOWED (SEE MOODLE)
		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.

Vacation Week - 04 Dec 2023

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

Week 5 - 11 Dec 2023

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

Effective Internal Organisational Communication	Required textbook chapter excepts, (eReading List) and recommended journal articles (see moodle).	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 - Annotated Bibliography is due Friday 15th December, 2023 at 11:59 PM (AEST).**
		Assessment One Due: Week 5 Friday (15 Dec 2023) 11:59 pm AEST

Week 6 - 18 Dec 2023

Module/Topic	Chapter	Events and Submissions/Topic
Effective Business Presentations	**Required textbook chapter (eReading List) and recommended journal articles (see moodle).**	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.

Vacation Week - 25 Dec 2023

Module/Topic	Chapter	Events and Submissions/Topic

Week 7 - 01 Jan 2024

Module/Topic	Chapter	Events and Submissions/Topic
Effective Internal Messages and Critical Thinking	**Required textbook chapter, excerpted textbook chapter (eReading List), and recommended journal articles (see moodle).**	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 8 - 08 Jan 2024

Module/Topic	Chapter	Events and Submissions/Topic

| Effective use of Communication Media within Business | Required textbook chapters and excerpts (eReading List), and recommended journal articles (see moodle). | 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 Two Part One - Sentence-level Speaking Outline is due Monday 8th January, 2024 at 11:59 PM (AEST).** |

Week 9 - 15 Jan 2024

Module/Topic	Chapter	Events and Submissions/Topic
Effective Professional Genres of Written Communication	Required excerpted textbook chapters (eReading List) and recommended journal articles (see moodle).	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 10 - 22 Jan 2024

Module/Topic	Chapter	Events and Submissions/Topic
Effective Intercultural Business Communication	Required excerpted textbook chapters (eReading List) and recommended journal articles (see moodle).	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 11 - 29 Jan 2024

Module/Topic	Chapter	Events and Submissions/Topic
Effective Business Communications Unit in Review		This week your workshop leader will present a review lecture. **Assessment Two Part Two - Individual Video Presentation is due Wednesday 31st January, 2024 at 11:59 PM (AEST).**

Week 12 - 05 Feb 2024

Module/Topic	Chapter	Events and Submissions/Topic

Assessment Three - Part Two		**Assessment Three Part Two will be administered in Week 12 during your allocated workshop. This assessment covers weeks 4 - 10 and consists of 30 multiple-choice questions. 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 60 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 1.30 PM, you only have thirty minutes to complete the assessment because the link closes at 2.00 PM.** **NO OUTSIDE SOURCES ARE TO BE ACCESSED DURING THIS ASSESSMENT. THIS IS A CLOSED BOOK ASSESSMENT. ALL ASSESSMENT PROTOCOL MUST BE FOLLOWED (SEE MOODLE)**

Exam Week - 12 Feb 2024

Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 Assessment One

Assessment Type
Annotated bibliography

Task Description
Assessment One is based upon the case study described below.
The following information outlines the case study and the specific requirements for Assessment One (Please note that Assessment Two is also based upon the following case study).
The Case Study
You are a communication consultant. You were asked by Ms. Jemma Roi, the CEO of WinGold, to review the internal INTERPERSONAL communication processes within WinGold. WinGold, is a small national organic petfood producer. When Ms Roi briefed you, she stated that there were no problems within the manufacturing plant. However, she felt that the communication climate within the head office was problematic. The head office consists of the executive team, a marketing department, a sales department, and a small HRM group. Having conducted a communication audit, you have identified that there are several problems with the INTERPERSONAL business communiation between some employees within the head office.

The Requirements
For this assessment, you will need to think about one potential problem or challenge that small nationally based organisations face in terms of internal interpersonal communication. Please reflect on what you have learned about

interpersonal communication in this unit. The problem that you address must show sophistication of knowledge and logic of thought. Simply identifying that organisational members do not speak to one another or use poor non-verbal communication skills is not a sophisticated approach to this assessment. Similarly, focusing upon intercultural interaction is not logical given the focus of the case study.

To accomplish this task, you first need to write up an annotated bibliography. Writing an annotated bibliography is an important first step because the annotated bibliography will help you find the evidence for your presentation. You must pick THREE articles from journals listed on the Required Journal List (RJL--you will find this document in the Assessment Tile in Moodle). 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). Each entry should be between 500 words in length (1500 max. length).

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. A SPECIFIC and LOGICAL explanation of how this article will fit into your presentation (This article will fit into the presentation . . . .).

You must include a reference list at the end of your bibliography (APA 7th edition),

Assessment Due Date
Week 5 Friday (15 Dec 2023) 11:59 pm AEST
The annotated bibliography is due Week Five (Friday December 15th, 2023) 11:59 PM (AEST). You must upload your file as a word document.

Return Date to Students

The marks will be released two weeks after the due date (subject to the completion of the marking moderation).

Weighting
23%

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

1. Three individual bibliographic entries - 6 marks each -18 marks in total.

2. Written presentation - 2 marks

3. References-3 marks

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 Two - Part One and Part Two

Assessment Type
Presentation

Task Description
The following information describes part one and part two of Assessment Two.
Part one - The Sentence-Level-Speaking-Outline (SLSO)
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 five academic journal references from journals listed on the required journal list (RJL). You may choose to include the three articles that 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).
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.
Part two - The Individual Video Presentation (IVP)
Having developed your SLSO you can then start on your video presentation. The video presentation must include no more than five PowerPoint slides and an image of the person who is speaking. The presentation must include the five academic references you used in your SLSO (Within your presentation you must orally cite your references and include a reference list at the end of your PowerPoint slides (APA 7th Edition).
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 six to seven (6 - 7) 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 in Week 8 (Monday 8th January, 2024) at 11:59 PM (AEST) The IVP is due Week 11 (Wednesday, 31st January, 2024) at 11:59 PM (AEST)

Return Date to Students

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

Weighting
32%

Assessment Criteria
The SLSO is evaluated based on the following criteria:

1. The format - 3 marks

2. The written presentation - 3 marks

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

This part of Assessment Two is worth 9 marks.

The video presentation is evaluated based on the following criteria:

1. The introduction - 5 marks

2. The body - 10 marks

3. The conclusion - 3 marks

4. The delivery - 3 marks

5. References - 2 marks

This part of Assessment Two is worth 23 marks.
The combined parts of Assessment Two is worth 32 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 contexts

3 Assessment Three - Part One and Part Two

Assessment Type
On-campus Activity

Task Description
The following information outlines the specific requirements for Assessment Three – Part One and Part Two
Part One
Assessment Three Part One will be administered in Week 4 during your allocated workshop. This assessment covers weeks 1 - 3 and consists of 15 multiple-choice questions. 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 30 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 1.45 PM, you only have fifteen minutes to complete the assessment because the link closes at 2.00 PM.
NO OUTSIDE SOURCES ARE TO BE ACCESSED DURING THIS ASSESSMENT. THIS IS A CLOSED BOOK ASSESSMENT. ALL ASSESSMENT PROTOCOL MUST BE FOLLOWED (SEE MOODLE).
This part of the assessment is worth 15 marks.
Part Two
Assessment Three Part Two will be administered in Week 12 during your allocated workshop. This assessment covers weeks 4 - 10 and consists of 30 multiple-choice questions. 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 60 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 1.30 PM, you only have thirty minutes to complete the assessment because the link closes at 2.00 PM.
NO OUTSIDE SOURCES ARE TO BE ACCESSED DURING THIS ASSESSMENT. THIS IS A CLOSED BOOK ASSESSMENT. ALL ASSESSMENT PROTOCOL MUST BE FOLLOWED (SEE MOODLE)
This part of the assessment is worth 30 marks.
Assessment Three is worth a total of 45 marks.

Assessment Due Date

Asssement Three--Part One will be administered in the Week 4 workshop; while Assessment Three--Part Two will be administered in the week 12 workshop.

Return Date to Students

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.

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