

In Progress

Please note that this Unit Profile is still in progress. The content below is subject to change.



BUSN20017 *Effective Business Communications*

Term 3 - 2025

Profile information current as at 21/11/2024 11:28 pm

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

General Information

Overview

The unit aims to develop your skills and abilities to communicate effectively in business environments. The unit recognises employer and graduate needs to improve communication in different contexts. You will be introduced to different communication concepts including, but not limited to, models, competence, culture, media choice, channels and climate. You will also be introduced to the elements of effective communication for participation in business meetings, presentations, interpersonal and group interaction.

Details

Career Level: *Postgraduate*

Unit Level: *Level 8*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

There are no requisites for this unit.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

Offerings For Term 3 - 2025

- 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

Information for Class and Assessment Overview has not been released yet.

This information will be available on Monday 15 September 2025

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 Evaluation feedback

Feedback

The inclusion of indigenous and Torres Strait Islander content into the curriculum.

Recommendation

The Unit Coordinator will include a Welcome to Country as a part of the week one orientation content. Further, indigenous and Torres Strait Islander content can be included in the module on Intercultural Communication within the Business Context.

Feedback from The data from CQU Success indicates that the students are not engaging in the week one activities prior to the beginning of the term. Also, emails sent to the Unit Coordinator indicates that the students are no using Moodle early in the term.

Feedback

Remove the module on Written Business Communication and change the first week's content to focus on orienting the students more broadly to post-graduate study and the use of Moodle. The current content from Week One will be moved to Week Two.

Recommendation

It is recommended that the Unit Coordinator undertakes, but is not limited to the following new activities in Week One.
1. Include a Welcome to Country message
2. Include a Moodle Treasure Hunt Activity (H5P) to be undertaken during the Week One Workshop.
3. Include an AI Activity in the Workshop-Comparing Definitions of Communication (the students will be asked compare and contrast an AI sourced definition, a personal definition, and the definition used is the unit (this latter definition will be a part of the Treasure Hunt Activity)). This activity will lead into the unit and university guidelines around AI. These activities will be integrating into the existing workshop leader led activity that provides an overview of the unit topics and assessments.

Unit Learning Outcomes

Information for Unit Learning Outcomes has not been released yet.

This information will be available on Monday 15 September 2025

Alignment of Learning Outcomes, Assessment and Graduate Attributes

Information for Alignment of Learning Outcomes, Assessment and Graduate Attributes has not been released yet.

This information will be available on Monday 15 September 2025

Textbooks and Resources

Information for Textbooks and Resources has not been released yet.

This information will be available on Monday 20 October 2025

Academic Integrity Statement

Information for Academic Integrity Statement has not been released yet.

This unit profile has not yet been finalised.