



COMM11003 Communication in Professional Contexts

Term 1 - 2018

Profile information current as at 19/08/2022 07:00 pm

All details in this unit profile for COMM11003 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

This unit introduces you to elementary professional communication concepts. Topics include communication theory and practice, small group communication, oral and written communication, teamwork, and ethical issues. All topics are discussed with an emphasis on practical exercises and application.

Details

Career Level: *Undergraduate*

Unit Level: *Level 1*

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 - 2018

- Brisbane
- Bundaberg
- Cairns
- Distance
- Gladstone
- Mackay
- Melbourne
- Noosa
- Perth
- Rockhampton
- Sydney
- Townsville

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 Undergraduate 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. **Written Assessment**

Weighting: 35%

2. **Written Assessment**

Weighting: 35%

3. **Presentation and Written Assessment**

Weighting: 30%

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

Some students expressed concerns about the group work assessment.

Recommendation

The benefits of groupwork assessment outweigh the concerns. In fact, some students stated they enjoyed the group assessment. It is recommended that the group work assessment remains.

Feedback from Student evaluations

Feedback

Students requested more explanation in relation to assessment items.

Recommendation

It is recommended to include exemplars of all assessment items, and to increase the flexibility of completing assessments in a variety of ways (for example completion of a blog or a workbook exercise).

Feedback from Student evaluations

Feedback

Students appreciated the unit delivery as a distance unit.

Recommendation

It is recommended that the delivery of the unit remain consistent, with support provided to the students by the unit coordinators.

Feedback from Student evaluations. Professional Communication planning days.

Feedback

Written assessment items help to improve writing skills.

Recommendation

It is recommended to keep assessment items as written assessments. The components contribute to the learning outcomes of the unit.

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Demonstrate oral, written and interpersonal communication in professional contexts
2. Explain the relationship between communication and technology in professional contexts, including information management and knowledge transfer
3. Discuss ethical use and dissemination of information in professional contexts
4. Identify effective communication in intrapersonal, interpersonal, small group and intercultural contexts
5. Communicate effectively in a variety of business and academic communication genres, both written and oral.

Skills

By the end of this unit, you will be able to communicate effectively with peers and superiors. You will have improved your skills in the core areas of:

- writing
- oral communication
- interpersonal communication
- research.

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 - Written Assessment - 35%	•	•	•	•	•
2 - Written Assessment - 35%	•	•	•	•	•
3 - Presentation and Written Assessment - 30%	•	•	•		•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
1 - Communication	•	•	•	•	•
2 - Problem Solving	•	•		•	•
3 - Critical Thinking	•	•		•	•
4 - Information Literacy	•	•	•	•	•
5 - Team Work	•	•	•	•	•
6 - Information Technology Competence	•	•	•	•	•
7 - Cross Cultural Competence				•	•
8 - Ethical practice			•	•	•
9 - Social Innovation					
10 - 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	9	10
1 - Written Assessment - 35%	•		•	•			•			
2 - Written Assessment - 35%	•	•		•				•		
3 - Presentation and Written Assessment - 30%	•	•	•	•	•					

Textbooks and Resources

Textbooks

COMM11003

Prescribed

Communication skills for business professionals

(2015)

Authors: Phillip Cenere, Robert Gill, Celeste Lawson and Michael Lewis

Cambridge University Press

Port Melbourne , Victoria , Australia

ISBN: 978-1-107-65662-8

Binding: Paperback

[View textbooks at the CQUniversity Bookshop](#)

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

Lynette Costigan Unit Coordinator

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Tris Kerslake Unit Coordinator

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Schedule

Week 1 - 05 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to communication concepts in a professional context	See Weekly Lesson 1 for associated readings	

Week 2 - 12 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Audience and context	See Weekly Lesson 2 for associated readings	

Week 3 - 19 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
The medium and the message	See Weekly Lesson 3 for associated readings	

Week 4 - 26 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
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Information gathering: research and information literacy See Weekly Lesson 4 for associated readings

Week 5 - 02 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
Writing for understanding	See Weekly Lesson 5 for associated readings	

Vacation Week - 09 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
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Week 6 - 16 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
Intercultural communication	See Weekly Lesson 6 for associated readings	Essay or Video Script Due: Week 6 Friday (20 Apr 2018) 6:00 pm AEST

Week 7 - 23 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
Oral presentations	See Weekly Lesson 7 for associated readings	

Week 8 - 30 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
Non-verbal communication	See Weekly Lesson 8 for associated readings	

Week 9 - 07 May 2018

Module/Topic	Chapter	Events and Submissions/Topic
Teamwork, conflict resolution and negotiation	See Weekly Lesson 9 for associated readings	

Week 10 - 14 May 2018

Module/Topic	Chapter	Events and Submissions/Topic
Understanding yourself and others	See Weekly Lesson 10 for associated readings	Communication Blog Due: Week 10 Friday (18 May 2018) 6:00 pm AEST

Week 11 - 21 May 2018

Module/Topic	Chapter	Events and Submissions/Topic
Ethics in a professional context	See Weekly Lesson 11 for associated readings	

Week 12 - 28 May 2018

Module/Topic	Chapter	Events and Submissions/Topic
Review	Weekly Lesson 12 reviews key unit concepts discussed throughout the term	

Review/Exam Week - 04 Jun 2018

Module/Topic	Chapter	Events and Submissions/Topic
		Group report Due: Review/Exam Week Monday (4 June 2018) 6:00 pm AEST

Exam Week - 11 Jun 2018

Module/Topic	Chapter	Events and Submissions/Topic
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Assessment Tasks

1 Essay or Video Script

Assessment Type

Written Assessment

Task Description

Essay **OR** Video Script: 1,500 words (+/- 10%) (35 marks)

Your task is a written Essay **or** Video Script on the following topic:

- When constructing a message, key elements need to be understood to effectively reach your target audience. Discuss the key elements that are needed to be understood when constructing an email in a business or professional context.

You are to use **at least FOUR** sources in addition to the textbook in your referencing of this assignment. Your sources should include journal articles accessed from the Library databases. You are to use the American Psychological Association (APA) style of referencing.

Further details on this assessment and a criteria sheet are provided on the Moodle unit website. Please review all assessment information before beginning this assignment.

Assessment Due Date

Week 6 Friday (20 Apr 2018) 6:00 pm AEST

This assignment is due on Friday of Week 6 by 6pm AEST (Australian Eastern Standard Time).

Return Date to Students

Week 8 Friday (4 May 2018)

Marks and feedback will normally be returned within two weeks of submission.

Weighting

35%

Assessment Criteria

This assessment task relates to the general assessment criteria below:

- Written argument
- Use of sources to support argument
- Structure
- Writing standard
- Referencing

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Submission Instructions

Submit essay/script to be marked via the unit Moodle site. Attach the marking criteria sheet at the end of the document before submitting to Moodle.

Learning Outcomes Assessed

- Demonstrate oral, written and interpersonal communication in professional contexts
- Explain the relationship between communication and technology in professional contexts, including information management and knowledge transfer
- Discuss ethical use and dissemination of information in professional contexts
- Identify effective communication in intrapersonal, interpersonal, small group and intercultural contexts
- Communicate effectively in a variety of business and academic communication genres, both written and oral.

Graduate Attributes

- Communication
- Critical Thinking
- Information Literacy
- Cross Cultural Competence

2 Communication Blog

Assessment Type

Written Assessment

Task Description

Communication Blog: 1,500 words (+/- 10%) (35 marks)

Students are expected to engage with the unit material and each other in this task. Specifically, you will:

Set up a blog on blog program **Wordpress** (<https://signup.wordpress.com/signup/>). Use your name or a (professional) title for the blog - do not use the unit name or code in the title.

Post the URL link of your blog in the **Blog Forum** by the end of Week 4. The Unit Coordinators and local tutors will monitor the blogs, providing feedback as necessary/helpful. While not compulsory, you are encouraged to review other students' blogs and provide feedback.

The first post must be published in your blog by the end of Week 4. The remaining four posts are to be published throughout the term. All posts must be published in your blog on or before Friday of Week 10. Anything published after that date will not be marked. You are encouraged to publish your posts early so you can receive feedback from academic staff and your peers.

The posts will be improved if they are illustrated with a variety of communication media (e.g. written text, links to further information, photographs, diagrams, audio, gifs, videos etc.).

You are to write five (5) posts (300 words [+/- 10%] for each post) on the following topics:

1. You are required to use APA Referencing in your assignments. Firstly, briefly discuss the importance of appropriate research and referencing (acknowledging sources/information). Then find three sources that you can use in your first task, the essay: 1) a (credible) website; 2) a journal article; and 3) a book (hard copy or online). Once you have found these sources, create an APA reference list using these three sources. Access the APA Reference Guide on the Moodle site to correctly format the reference list.
2. Find an advertisement - for example, television, Facebook, newspaper - and discuss the advertisement in terms of audience, message, noise and context. You should have at least two information sources (references) in your post. The inclusion of relevant journal articles is highly recommended. Include a reference list of your sources at the end of your post.
3. Find a business report online (either a written or recorded report). Discuss the strengths and weaknesses of this report. Include the link to your report with your post. You should have at least two information sources (references) in your post. The inclusion of relevant journal articles is highly recommended. Include a reference list of your sources at the end of your post.
4. Cenere, Gill, Lawson, and Lewis (2015, p. 45) argue that: "The use of jargon or language can reveal organisational culture". Discuss three examples of jargon that relate to your area of study. You should have at least two information sources (references) in your post. The inclusion of relevant journal articles is highly recommended. Include a reference list of your sources at the end of your post.
5. Provide a review of your learning in this unit (e.g. reflect on what have you learned; can you see improvements; what would you like to improve upon; were there any challenges; what did you like or dislike; what would you do differently next time?).

Further details on this assessment and a criteria sheet are provided on the Moodle unit website. Please review all assessment information before beginning this assignment.

Assessment Due Date

Week 10 Friday (18 May 2018) 6:00 pm AEST

Posts throughout the term. Final submission by Friday Week 10, 06:00 PM AEST (Australian Eastern Standard Time).

Return Date to Students

Week 12 Friday (1 June 2018)

Marks and feedback will normally be returned within two weeks of submission.

Weighting

35%

Assessment Criteria

This assessment task relates to the general assessment criteria below:

- Writing standard

- Writing/presentation structure
- Research and referencing
- Link between response, topic and key communication concepts.
- Attention to requirements of task

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Submission Instructions

Upload the marking criteria sheet with your name and blog URL as a Word document by Friday of Week 10

Learning Outcomes Assessed

- Demonstrate oral, written and interpersonal communication in professional contexts
- Explain the relationship between communication and technology in professional contexts, including information management and knowledge transfer
- Discuss ethical use and dissemination of information in professional contexts
- Identify effective communication in intrapersonal, interpersonal, small group and intercultural contexts
- Communicate effectively in a variety of business and academic communication genres, both written and oral.

Graduate Attributes

- Communication
- Problem Solving
- Information Literacy
- Ethical practice

3 Group report

Assessment Type

Presentation and Written Assessment

Task Description

Group Report: 2,000 word written report OR 10 minute recorded presentation with slideshow (30 marks)

Meetings are an integral part of business life. However, while meetings "can be productive and improve team bonding", if they are not planned or conducted well "they can seriously damage productivity and morale" (Cenere, Gill, Lawson, & Lewis, 2015, p. 372). For the report, imagine yourself working for an organisation (this can be based on your study area or potential career path). You are tasked with writing a report, either written or recorded presentation (PowerPoint, Prezi or other form of slide presentation), identifying factors involved in conducting successful and productive meetings.

Points to consider in the report include (but are not limited to):

- Types of meetings and purposes of meetings.
- Communication barriers and conflict resolution.
- Role of verbal and non-verbal communication.
- Awareness of cross-cultural communication.
- Factors involved in planning for and conducting successful and productive meetings.

The written report must have correct report format. The recorded presentation must include a slide show (PowerPoint, Prezi or other form of slide presentation). You are required to research and include **at least five (5)** reputable references in the report/presentation. The inclusion of journal articles is highly recommended.

The report is required to be worked on in groups of three. All group members are required to contribute equally to the final result. In *exceptional* circumstances students may be permitted to submit the assessment as an individual. Please contact the Unit Coordinators if you believe your situation to be genuinely problematic.

On-campus students are to seek group members from within their class. On-campus students are required to arrange meeting times to complete this task.

Distance students are to use the discussion forum to seek group members. In your post to the forum identify yourself and what you are looking for in group members. If you cannot locate group members, the Unit Coordinators will put you into groups. Distance students should maintain regular contact with the Moodle unit website and with your group

members through Zoom or Skype, email and/or phone.

A **Group Report Forum** will be made available on the Moodle site to share questions/problems/ideas.

Group members will conduct a **self and peer assessment**. You will evaluate your performance and the performance of your group members for the report. Details will be provided later in the term. The assessment will not affect your overall grade unless it is clear there have been problems and in that case the Unit Coordinators will contact you. The self and peer assessment is an opportunity for you to reflect on your performance and the performance of your group members.

Further details on this assessment and a criteria sheet are provided on the Moodle unit website. Please review all assessment information before beginning your report.

Assessment Due Date

Review/Exam Week Monday (4 June 2018) 6:00 pm AEST

This assignment is due on Monday of Review/Exam Week by 6pm AEST (Australian Eastern Standard Time).

Return Date to Students

Exam Week Friday (15 June 2018)

Marks and feedback will normally be returned within two weeks of submission.

Weighting

30%

Assessment Criteria

This assessment task relates to the general assessment criteria below:

- Report structure (written/recorded presentation)
- Use of sources
- Argument
- Writing/presentation standard
- Referencing
- Group work

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Submission Instructions

Only ONE group member to submit report to be marked via the unit Moodle site. Attach the marking criteria sheet at the end of the document before submitting to Moodle.

Learning Outcomes Assessed

- Demonstrate oral, written and interpersonal communication in professional contexts
- Explain the relationship between communication and technology in professional contexts, including information management and knowledge transfer
- Discuss ethical use and dissemination of information in professional contexts
- Communicate effectively in a variety of business and academic communication genres, both written and oral.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work

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