

# Course Outline (Higher Education)

<b>School:</b>	Federation Business School
<b>Course Title:</b>	EFFECTIVE BUSINESS COMMUNICATION
<b>Course ID:</b>	BUMGT5922
<b>Credit Points:</b>	15.00
<b>Prerequisite(s):</b>	Nil
<b>Co-requisite(s):</b>	Nil
<b>Exclusion(s):</b>	Nil
<b>ASCED Code:</b>	089999

## Description of the Course :

This course is designed to raise students' awareness of the issues facing people who work and manage businesses in a cross-cultural environment. It looks at these issues at the individual, group and organisational level. On completion of this course students will be able to demonstrate specialist knowledge of the main themes and issues in the field and be able to show a critical and coherent approach to these issues whilst consolidating their writing, presentation and negotiation skills. Students will explore the importance of effective communication in a professional environment and will have the opportunity to apply theories and observations of verbal and written communication to real-world communication challenges.

**Grade Scheme:** Graded (HD, D, C, etc.)

**Placement Component:** No

**Supplementary Assessment:** Yes

Where supplementary assessment is available a student must have failed overall in the course but gained a final mark of 45 per cent or above and submitted all major assessment tasks..

## Program Level:

AQF Level of Program						
	5	6	7	8	9	10
Level						
Introductory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intermediate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	✓	<input type="checkbox"/>
Advanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Learning Outcomes:

On successful completion of the course the students are expected to be able to:

### Knowledge:

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- K1.** Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.
- K2.** Identify ethical, legal, cultural, and global issues affecting business communication.
- K3.** Examine the principles underpinning interpersonal skills, including listening, non-verbal communication, negotiation and conflict resolution
- K4.** Utilize analytical and problem solving skills appropriate to business communication.

### Skills:

- S1.** Select appropriate organizational formats and channels used in developing and presenting business messages
- S2.** Express oral and written communicative skills to a diverse audience
- S3.** Illustrate skills in researching and planning complex documents
- S4.** Participate in team activities that lead to the development of collaborative work skills

### Application of knowledge and skills:

- A1.** Present workplace documents, by writing and/or editing, according to plain English principles
- A2.** Identify, plan and evaluate communications with initiative and judgement
- A3.** Apply business communication concepts to new and diverse situations
- A4.** Deliver an effective oral business presentation.

### Course Content:

Topics may include:

- Inquiry and Communication in a global context
- Communication Ethics
- Organizational Communication
- Leadership and communication
- Constructive negotiation and conflict management
- Interpersonal communication
- Skills that maximise team effectiveness
- Public Communication
- Advanced Intercultural Communication
- Researching, evaluating and presenting information
- The writing process
- Interviewing

### Values:

- V1.** Utilise professional communication as an essential aspect of conducting business in an ethical and socially responsible manner.
- V2.** Accept responsibility for, and display leadership in business communications
- V3.** Build collaborative relationships in a culturally diverse workforce.
- V4.** Appreciate the importance of leading and modelling both formal and informal communications in business
- V5.** Appreciate that learning about communication is a lifelong process.

### Graduate Attributes:

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FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

Attribute	Brief Description	Focus
Knowledge, skills and competence	Regular individual or group in-class exercises will reinforce the need to broaden and deepen their involvement with course material and to relate this material to current global business communication and new business communication situations.	High
Critical, creative and enquiring learners	The course will develop student's critical awareness of effective communication in a diverse workplace and encourage creative methods to solve communication issues on the workplace.	High
Capable, flexible and work ready	Graduates of this course will feel confident to lead professional and effective communications within a culturally diverse workplace.	High
Responsible, ethical and engaged citizens	Graduates of this course will understand and appreciate the requirements of all workplaces to embrace ethical decision making and understand the impact that decisions have on the global workplace and the community in which they work and live.	High

### Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1,K2,K3,S1,S2,S3,A1,A2,	Communications portfolio	Folio	20-30%
K1,K2,K3,S1,S2,A2,A3,A4	Personal presentation	Oral Presentation	10-20%
K1,K2,K3,K4,S1,S2,S4,A2,A3	Group Activity	Group Task	30-40%
K1,K2,K4, S1,S2,S3,A1,A2,A3	Written report	Written Task	30-40%

### Adopted Reference Style:

APA