



Course Outline (Higher Education)

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|-------------------------|----------------------------|
| School: | Federation Business School |
| Course Title: | BUSINESS COMMUNICATION |
| Course ID: | BUMGT2621 |
| Credit Points: | 15.00 |
| Prerequisite(s): | Nil |
| Co-requisite(s): | Nil |
| Exclusion(s): | Nil |
| ASCED: | 080301 |

Description of the Course:

This course aims to develop student understanding of the role of communication in the business environment and identify the most effective methods for creating, sending, and receiving messages. In addition, students should be able to utilise principles of oral and written communication to effectively write documents, including letters, memos, and reports.

Grade Scheme: Graded (HD, D, C, P, MF, F, XF)

Work Experience:

No work experience: Student is not undertaking work experience in industry.

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:

| Level of course in Program | AQF Level of Program | | | | | |
|----------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | 5 | 6 | 7 | 8 | 9 | 10 |
| 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:**Knowledge:**

- K1.** Demonstrate awareness of the communication process and principles in a variety of areas such as commercial enterprises, not-for profit organisations, government and to individuals
- K2.** Identify the impact of internal and external communication in relation to management situations and employ appropriate communication strategies
- K3.** Examine the principles underpinning interpersonal skills, including listening, non-verbal communication, negotiation and conflict resolution
- K4.** Determine the importance of professional and ethical judgement when managing the communication process

Skills:

- S1.** Develop and apply appropriate written communication styles when preparing business communications
- S2.** Express oral and written communicative skills to a diverse audience
- S3.** Illustrate skills in researching and planning complex documents

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

Course Content:

Topics may include:

- Communication theories, concepts and processes
- Interpersonal and non-verbal communication
- The crucial role of listening
- Writing and planning complex documents
- Writing business letters, memos and short & long reports
- Writing in plain English
- Dealing with conflict & negotiation strategies
- Intercultural communication,
- Groups and teams in organisations

- Meetings - face to face and online
- Presentations and public speaking including visuals and technology in presentations

Values:

- V1.** Conduct effective communication as an essential aspect of conducting business in an ethical and socially responsible manner.
- V2.** Accept responsibility for, and display initiative in business communications
- V3.** Build collaborative relationships with internal and external parties
- V4.** Build collaborative relationships in a culturally diverse workforce.
- V5.** Appreciate the importance of both formal and informal communications in business
- V6.** Appreciate that learning about communication is a lifelong process.

Graduate Attributes

The Federation University Federation graduate attributes (GA) are entrenched in the [Higher Education Graduate Attributes Policy](#) (LT1228). FedUni graduates develop these graduate attributes through their engagement in explicit learning and teaching and assessment tasks that are embedded in all FedUni programs. Graduate attribute attainment typically follows an incremental development process mapped through program progression. **One or more graduate attributes must be evident in the specified learning outcomes and assessment for each FedUni course, and all attributes must be directly assessed in each program**

| Graduate attribute and descriptor | | Development and acquisition of GAs in the course | |
|-----------------------------------|--|--|-----------------------|
| | | Learning Outcomes (KSA) | Assessment task (AT#) |
| GA 1 Thinkers | Our graduates are curious, reflective and critical. Able to analyse the world in a way that generates valued insights, they are change makers seeking and creating new solutions. | K2, K3, K4, A2, A3 | AT1, AT2, AT3 |
| GA 2 Innovators | Our graduates have ideas and are able to realise their dreams. They think and act creatively to achieve and inspire positive change. | S1, S3, A2, A3 | AT2 |
| GA 3 Citizens | Our graduates engage in socially and culturally appropriate ways to advance individual, community and global well-being. They are socially and environmentally aware, acting ethically, equitably and compassionately. | K2, K3, K4, S1, S2, A1, A2, A3 | AT2 |
| GA 4 Communicators | Our graduates create, exchange, impart and convey information, ideas, and concepts effectively. They are respectful, inclusive and empathetic towards their audience, and express thoughts, feelings and information in ways that help others to understand. | K1, K2, K4, S1, S2, A1, A2, A3 | AT1, AT2, AT3 |
| GA 5 Leaders | Our graduates display and promote positive behaviours, and aspire to make a difference. They act with integrity, are receptive to alternatives and foster sustainable and resilient practices. | K2, S1, S2, A2, A3 | AT2 |

Learning Task and Assessment:

| Learning Outcomes Assessed | Learning Tasks | Assessment Type | Weighting |
|-------------------------------|---|--|-----------|
| K1,K2,K3 S1,S2 A1,A2 | Review of selected topics based on lectures, prescribed reading and responses to tutorial questions | Test(s) | 20-30% |
| K1,K2,K3,K4 S1,S2,S3 A1,A2,A3 | Individual application activities to develop and enhance knowledge of, and skills in, business communications | Written or in-class activities, including personal presentations | 20-40% |
| K1,K2,K3,K4 S1,S2,S3 A1,A2 | Comprehensive review of topics based on lectures, prescribed reading and, responses and discussion of tutorial questions/final test | Final summative assessment | 30-60% |

Adopted Reference Style:

APA

Refer to the [library website](#) for more information

Fed Cite - [referencing tool](#)