

Course Outline (Higher Education)

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|-------------------------|----------------------------------|
| School: | Federation Business School |
| Course Title: | EFFECTIVE BUSINESS COMMUNICATION |
| Course ID: | BUMGT5922 |
| Credit Points: | 15.00 |
| Prerequisite(s): | Nil |
| Co-requisite(s): | Nil |
| Exclusion(s): | Nil |
| ASCED: | 080399 |

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, P, MF, F, XF)

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:

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

Knowledge:

- 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

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, S1, S2, S3, A2, A3 | AT1, AT2, AT4 |
| 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. | K2, K4, S1, S2, S4, A2, A3 | AT1, AT2, AT3 |
| 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. | K1, K2, K3, K4, S1, S2, S4, A3 | AT1, AT3, AT4 |
| 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, K3, K4, S1, S2, S3, S4, A1, A2, A3, A4 | AT1, AT2, AT3, AT4 |
| 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. | K1, K2, S1, S3, S4, A2, A3 | AT2, AT3 |

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

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

Fed Cite - [referencing tool](#)