

Unit Outline (Higher Education)

Institute / School: Institute of Innovation, Science & Sustainability

Unit Title: Effective Business Communication

Unit ID: BUMGT5922

Credit Points: 15.00

Prerequisite(s): Nil

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED: 080399

Description of the Unit:

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)

Work Experience:

No work experience

Placement Component: No

Supplementary Assessment: Yes

Where supplementary assessment is available a student must have failed overall in the Unit but gained a final mark of 45 per cent or above, has completed all major assessment tasks (including all sub-components where a task has multiple parts) as specified in the Unit Description and is not eligible for any other form of supplementary assessment.

Course Level:

Level of Unit in Course	AQF Level of Course					
	5	6	7	8	9	10
Introductory	■	■	■	■	■	■
Intermediate	■	■	■	■	✓	■
Advanced	■	■	■	■	■	■

Learning Outcomes:

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.

Unit Content:

- 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

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment 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 ()

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