



FACULTY OF BUSINESS

School of Management

BMA1/211  
COMMUNICATION FOR BUSINESS PROFESSIONALS

Semester 1, 2012

THIS UNIT IS BEING OFFERED IN  
HOBART, LAUNCESTON, CRADLE COAST

Teaching Team:

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CRICOS Provider Code: 00586B

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## Contents

Contact Details .....	Page 2
Unit Description .....	Page 4
Intended Learning Outcomes and Generic Graduate Attributes.....	Page 5
Learning Expectations and Teaching Strategies Approach .....	Page 7
Learning Resources .....	Page 7
Details of Teaching Arrangements .....	Page 10
Assessment .....	Page 11
Submission of Coursework .....	Page 16
Academic Misconduct and Plagiarism .....	Page 17
Tutorial Program .....	Page 19
Study Schedule .....	Page 24

## Unit Description

This unit provides an overview of the role of communication in contemporary business practice. A range of communication concepts, theories and strategies important in the development of effective management skills are covered at an introductory level. The major topics explored include written, oral, interpersonal, organisational and technologically mediated modes of communication. Students will also develop their reflective practice skills and ability in using MS Excel to solve analyse and present data.

## Pre-Requisite/Co-Requisite Unit(s)

Nil.

## Enrolment in the Unit

Unless there are exceptional circumstances, students should not enrol in BMA units after the end of week two of semester, as the School of Management cannot guarantee that:

- any extra assistance will be provided by the teaching team in respect of work covered in the period prior to enrolment; and
- penalties will not be applied for late submission of any piece or pieces of assessment that were due during this period.

## Enrolment in Tutorials and Workshops

Students will be able to enrol in tutorials electronically through MyLO. Tutorial enrolments will be open until the end of the first week of semester (Friday 2 March 2012). Students who have not enrolled in a tutorial by this time will be allocated a tutorial by the unit coordinator. Variations in tutorial enrolments will not be permitted after this time.

## Intended Learning Outcomes and Generic Graduate Attributes

Intended Learning Outcomes		Assessment Methods	Graduate Attribute Outcomes
<i>In this unit you will:</i>	<i>In assessing this unit I will be looking at your ability to:</i>		
Demonstrate workplace communication skills	Create a curriculum vitae; employment application covering letter; statement addressing one selection criteria; and a job interview clip.	Employment Communication Portfolio	<p>The assessments and teaching activities in this unit have been designed to develop the following graduate attributes in students:</p> <p><b>Knowledge</b> – Basic, broad subject knowledge.</p> <p>An understanding of the concepts and processes of lifelong learning and the professional career paths available in business.</p> <p><b>Communication</b> – High level written communication skills in a range of formats, considering audience needs and appropriate to real world business situations.</p> <p>Communicate an argument in a succinct and logical manner and articulate it to individuals and groups in an engaging and confident way.</p> <p><b>Problem-solving skills</b> – Apply theories, methods and logical thinking to a range of multi-dimensional business related problems.</p> <p>Locate and utilise information in a timely manner.</p> <p><b>Global Perspective</b> – Consider the different thinking and viewpoints of diverse cultures.</p> <p>Show awareness of the global business environment.</p> <p><b>Social Responsibility</b> – Demonstrate social</p>
	Analyse the communication within a case example.	Business Communication Consultancy Report	
	Improve and make recommendations to communication processes and practices.	Business Communication Consultancy Report	
	Work in a team and manage group processes.	Business Communication Consultancy Report Personal Development Plan	
	Reflect on skills learnt and how the skills used in previous situations could be applied to new situations.	Personal Development Plan	
	Write using Australian workplace standard language, literacy and formats.	Employment Communication Portfolio	
	Present information in an oral format considering audience.	Employment Communication Portfolio	

Knowledge of and ability to apply communication theory and concepts to workplace activities	Critically reflect on learning processes and relate to life experiences.	Reflective Writing Tasks	responsibility through consideration of social groups in business practices. Apply ethical values to business decision-making and University study.
	Draw upon and apply communication theories and concepts to various case studies and discussions.	Workshop checklist of participation	
	Analyse the communication within a case example.	Business Communication Consultancy Report	
Use simple business tools	Analyse data using spreadsheet as a productivity tool.	Self-paced competency based activity using MS Excel in MyITLab	

## Learning Expectations and Teaching Strategies/Approach

### Expectations

The University is committed to a high standard of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers. The University's Code of Conduct for Teaching and Learning states:

*Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.*

### Occupational Health and Safety (OH&S)

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University's policy at: [http://www.admin.utas.edu.au/hr/ohs/pol\\_proc/ohs.pdf](http://www.admin.utas.edu.au/hr/ohs/pol_proc/ohs.pdf).

## Learning Resources

### Prescribed Text

Dwyer, J 2009, *Communication in Business: Strategies and skills*, 4<sup>th</sup> edn, Frenchs Forest, Pearson Education, Australia. This book includes MyITLab access code in the purchase price. You will need this access code for Assignment 2.

BMA111 Study Guide (available at Uniprint for \$10). Study Guide is available on MyLO only for students enrolled in flexible delivery mode.

### Recommended Texts

The publications listed below are highly recommended for further reading on the topics covered in the unit.

Baney, J 2004, *Guide to interpersonal communication*, Upper Saddle River, NJ, Prentice Hall.

Bell, AH & Smith, DM 2005, *Management communication*, 2<sup>nd</sup> edn, Milton, Qld, John Wiley & Sons.

Beebe, SA & Mottet, TP 2010, *Business and Professional Communication – Principles and Skills for Leadership*. Boston. Pearson Education Inc.

Blundel, R 2008, *Effective organisational communication: Perspectives, principle and practices*, 3rd edn, Harlow, UK, Prentice Hall.

Bolton, R 1986, *People skills: How to assert yourself, listen to others, and resolve conflicts*, New York, Simon & Schuster.

Bonner, WH & Chaney, LH 2004, *Communicating effectively in an information age*, 2<sup>nd</sup> edn, Mason, Ohio, Thomson.

Carloppio, J, & Andrewartha, G 2008, *Developing Management Skills*, Frenchs Forest: Pearson Education, Australia.

Chaney, LH, & Martin JS 2004, *Intercultural business communication*, 3<sup>rd</sup> edn, Upper Saddle River, NJ, Prentice Hall.

Dick, R 1986, *Learning to communicate*, Chapel Hill, Qld, Interchange.

Dick, R 1991, *Helping groups to be effective*, Chapel Hill, Qld, Interchange.

Dick, R, & Dalmau, T 1990, *Values in action: Applying the ideas of Argyris and Schon*, Chapel Hill, Qld, Interchange.

Dick, R 1990, *Frameworks for effective third-party conflict management*, Chapel Hill, Qld, Interchange.

Eggland, SA, & Williams, JW 2004. *Human relations for career success*, 6<sup>th</sup> edn, South Melbourne, Vic, Cengage, Learning.

Eunson, B 2008, *Communicating in the 21<sup>st</sup> Century* 2<sup>nd</sup> edn, Milton, Brisbane, Wiley.

Grauer, R, & Barber, M 2009, *Exploring: Getting Started with MS Office 2007*, Upper Saddle River, NJ, Prentice Hall.

Gudykunst, WB, Stewart, LP, & Ting-Toomey, S 1985, *Communication, culture and organizational processes*, Beverly Hills, California, Sage Publications.

Gudykunst, WB 2003, *Bridging differences: Effective intergroup communication*, 4<sup>th</sup> edn, Thousand Oaks, California, Sage Publications.

Gellier, J, & Goerke, V 2006, *Communication skills toolkit: Unlocking the secrets of tertiary success*, South Melbourne, Thomson.

Greene, JO 2003, *Handbook of communication and social interaction skills*, London, L. Erlbaum Associates.

Hamilton, C & Creel, B 2011. *Communicating for Success*, United States, Pearson Education Inc.

Harris, TE, & Nelson, MD 2008, *Applied organizational communication: Theory and practice in a global environment*, New York, L. Erlbaum Associates.

Keyton, J 2005, *Communication and organizational culture: A key to understanding work experiences*, California: Sage.

Kuiper, S 2009, *Contemporary business report writing*, 4<sup>th</sup> edn, South Melbourne, Vic, Cengage Learning.

McKenna, B, Thomas, G, & Waddell, N 2004, *Australian guide to corporate communication: A practical handbook on effective writing and speaking*, Tuggerah, Social Science Press.

McKenna, B, Thomas, G, Waddell, N & Barry, M 2007, *Corporate communications: Effective techniques for business*, 2<sup>nd</sup> edn, South Melbourne, Vic, Cengage Learning.

Putnis, P, & Petelin, R 1999 *Professional communication principles and applications*, 2<sup>nd</sup> edn, Sydney: Prentice Hall.

Ramsay, P, Maier, P, & Price, G 2009, *Study Skills for Business and Management Students*, Harlow. Pearson Education Australia.

Sigband, N, & Bell, AH 1994, *Communication for managers*, Cincinatti, South-Western.

Spitzberg, BH & Cupach, WR 1984, *Interpersonal communication competence*, Beverly Hills, Sage Publications.

Wilcox, DL, 2009, *Public Relations Writing and Media Techniques*, 6<sup>th</sup> edn, United States, Pearson Education Inc.

## Journals and Periodicals

Apart from books, you will find it valuable to get into the practice of reading relevant articles from journals and periodicals (including newspapers and magazines). The following refereed journals public articles concerning issues related to business communication and management practice.

***Business Communication Quarterly***

***Communication Research Reports***

***Journal of Applied Social Psychology***

***Journal of Business Communication***

***Management Communication Quarterly***

***Health Communication***

***Human Communication Research***

***Human Relations***

***Journal of Applied Communication Research***

***Journal of Communication***

***Journal of Communication Management***

*Journal of Language and Social Psychology*

*International Journal of Communication*

*International Journal of Intercultural Relations*

*Management Communication Quarterly*

*Western Journal of Communication*

## Useful Websites

<http://www.utas.edu.au/mgmt/student.htm>

## My Learning Online (MyLO)

MyLO software has been incorporated into the delivery of this unit to enhance the learning experience by providing access to up to date course materials and by allowing for online discussion through this web based environment.

To access MyLO from your own computer you will need the appropriate software, and hardware to run that software. See **Learning Online** at <http://uconnect.utas.edu.au/> for computer software you will need.

**Note:** Older computers may not have the hardware to run some of the required software applications. Contact your local IT support person or the Service Desk on 6226 1818 if you experience difficulties. The School of Management has prepared a MyLO Information Sheet which includes access guidelines and contact information. It is available to download as a word document from the School of Management website at <http://www.utas.edu.au/mgmt/student.htm>.

## MyITLab

MyITLab is an online simulation program which will be used for Assignment 2. MyITLab allows you to work within the Microsoft Office 2007 environment without actually having to have Microsoft Office on your computer. You will need an access code to be able to use the program. It will be bundled with your text for this course and you can purchase it at the bookshop. Other ways of accessing this code will be explained during the first lecture.

## Privacy Policy and Notice

The School of Management takes the utmost care to protect the privacy and security of your personal information and to ensure its accuracy. If you have any concerns about your privacy in MyLO please contact the coordinator of this unit or view the University of Tasmania MyLO Privacy Policy Statement available from the university website at <http://www.utas.edu.au/coursesonline/privacy.htm>.

## Details of Teaching Arrangements

### Lectures

There will be a series of lectures held weekly throughout the semester (with the exception of the School of Management Study Week - Monday 2 April to Wednesday 4 April; Thursday 12 April and Friday 13 April in Week 6). The lecture scheduled for Monday 12<sup>th</sup> March (a Public Holiday) will be recorded and available through MyLO.

### Workshops

There will be a series of 11 workshops/tutorials held throughout the semester. The workshop program will commence in Week 2. All students are required to enrol in a workshop for this unit. Enrolments will be completed through MyLO during the first week of semester. Students who have not enrolled in a workshop by the end of week one of semester will be allocated a tutorial by the Unit Coordinator.

### Communication, Consultation and Appointments

Consultation with the Lecturer will be by appointment. Consultation times with your tutors will be advised in Week 1.

### Study Week

This unit is scheduled to include a Study Week. The purpose of the study week is to allow students the opportunity to consolidate their studies thus far, and to research coming assignments. The Study Week for this unit will be held in the week (Monday 2 April to Wednesday 4 April; Thursday 12 April and Friday 13 April in Week 6).

## Assessment

### Assessment Schedule

In order to pass this unit you must achieve an overall mark of at least 50 per cent of the total available marks. Details of each assessment item are outlined below.

Assessment Item	Value	Due Date	Length
Assignment 1 – Employment Communication Portfolio and Reflective Writing	35 marks	6 April 2012	2000 words + communication samples (35 marks)
	5 marks	6 April 2012	1 x 500 word reflective writing task on the experience of giving

Task			and receiving feedback focusing on the Cover Letter aspect of the Employment Communication Portfolio (5 marks)
<b>Assignment 2 –</b> Analyse and present data using MS Excel	15 marks awarded when competency achieved	Must complete prior to Friday 25 May 2012 (Week 12)	Refer to assignment guidelines
<b>Assignment 3 –</b> Business Communication Consultancy Report (Group Project)	25 marks	8 June 2012	1500 words + communication samples
<b>Assignment 4 –</b> Reflective Writing in relation to Group Project	20 marks	8 June 2012	2 x reflective writing tasks on the key stages of the group process.
TOTAL	100 marks		

\* **Word Limit:** The word count includes such items as headings, in-text references, quotes and executive summaries. It does not include the reference list at the end of the assignment.

### Assessment Item 1 – Employment Communication Portfolio and Reflective Writing Task

**Task Description:**

You will produce an example of effective written communication for the purpose of obtaining employment. Your assignment will be to respond to one of the position descriptions in your Study Guide or one that is relevant to the occupation you intend to pursue.

You must respond to **one** of the nominated selection criteria for **one** of these positions. Your application is to be presented as a standard written job application (cover letter, statement addressing one selection criteria and CV, adopting the functional CV format). You also need to produce a one-minute video clip where you present yourself as a potential incumbent of this position.

In order to complete this task effectively you will need to utilise material in the textbook that provides both practical and technical advice on written and electronic communication and employment communication. More detailed guidelines for this assessment item are provided in the **BMA111 Study Guide** available from UniPrint that you need to purchase during Week 1.

This assessment item is focussed on the learning outcome of the development of skills in writing, editing and producing effective written or electronic texts for employment communication. This assessment item is also designed to focus on the learning objective of demonstrating skills in effectively structuring and presenting

information orally.

If required you will be allocated time in the Faculty Media room to record your one minute video clip. Booking details for the Faculty Media Room will be available on MyLO.

Please refer to the assessment criteria provided on MyLO for additional information on this assignment.

You will also prepare **one** (1) 500 word reflective writing task on your experience of giving, receiving and using feedback focusing on the **cover letter** aspect of the Employment Communication Portfolio. This task will be completed using the MyLO blogs and journals that allows you to draft, get and record feedback from your tutor and peers and revise your final cover letter.

- Assessment Criteria:**
- Create a curriculum vitae, employment application covering letter, statement addressing one selection criteria, and a job interview clip;
  - Write using Australian workplace standard language, literacy and formats;
  - Present information in an oral format considering audience;
  - Critically reflect on learning processes.

**Task Length:** Employment Communication Portfolio =2000 words + one minute video clip.

Reflective Writing Task = 500 words.

**Due Date:** 6 April 2012.

**Value:** Employment Communication Portfolio = 35 marks

Reflective Writing task = 5 marks.

## Assessment Item 2 – Analyse and present data using MS Excel

**Task Description:** Students will be required to create an MS Excel spreadsheet that addresses a wide range of the skills that students have learnt from their self-paced activities using the learning resource MyITLab. This is a self-paced activity and it is expected the nominal hours for completing this assignment will 5 – 6 hours in total.

**Assessment Criteria:** Analyse data using spreadsheet as a productivity tool.

**Task Length:** Self-paced, competency-based activities of varying lengths.

**Due Date:** 25 May 2012.

**Value:** 15 marks.

### Assessment Item 3 – Business Communication Consultancy Report (Group Project)

**Task Description:** You will work together in groups of four or five to analyse an organisational communication case study.

The lectures, workshops and learning resources (the case materials available on MyLO and Study Guide) will prepare you with strategies for analysing the communication processes and practices and for making recommendations for improvements.

The case analysis will involve a communication consultancy report which refers to your case exhibits of ineffective communication (e.g. written material and a video clip).

Your task is to analyse the exhibits of communication according to what you have learned in the unit and make recommendations for improvement. Linked to these recommendations will be samples of effective communication that your group produces (e.g. re-written material). You will also be required to submit minutes of your group meetings.

The material in Chapter 10 will assist you in operating the group and you will be expected to apply the communication skills developed in the skills workshops in resolving any group problems before consulting the teaching team. All group members should be involved in writing and presenting these materials.

More detailed guidelines for this assessment item will be provided in the BMA1/211 Study Guide and in the assessment marking guidelines on MyLO.

This assessment item is designed to focus on a number of the learning outcomes for the unit such as verbal and non-verbal interpersonal communication skills, an understanding of communication theory and its relevance to managing organisations successfully, and the ability to work collaboratively.

In order to effectively complete this assignment the following documents are to be submitted:

Business Communication Consultancy Report following prescribed report writing format  
Rewritten samples (memo/email)

Group Process Documentation  
Team Contract  
Team Meeting Records (for each team meeting undertaken)  
Peer Feedback Worksheets  
Final Group Evaluation.

- Assessment Criteria:**
- Analyse the communication within a case example;
  - Improve and make recommendations to communication processes and practices;
  - Analyse the communication within a case example;
  - Recommend improvements to communication processes and practices.
- Task Length:** 1500 word report + communication samples
- Due Date:** 8 June 2012
- Value:** 25 marks.

#### Assessment Item 4 – Reflective Writing in relation to Group Project

**Task Description:** You will prepare **two** (2) reflective writing tasks that relate to the experience of working in a group at key stages of the process and **one** (1) Action Plan as follows:

1. Reflect on your experience of giving, receiving and using feedback focusing on the completion of one specific task *you* completed for the Business Communication Consultancy Report considering how this task was integrated into the final group report (500 words).
2. Reflect of the group learning experience describing three (3) communication skills that you have developed as part of the group process (500 words)
3. Using the template provided develop an Action Plan outlining three (3) communication skills, knowledge and behaviours you would like to improve (750 words).

- Assessment Criteria:**
- Reflect on skills learnt and how the skills used in previous situations could be applied to new situations.
  - Critically reflect on learning processes and relate to life experiences.

**Task Length:** Reflective Writing Task 1 = 500 words.

Reflective Writing Task 2 = 500 words.

Action Plan = 750 words.

**Due Date:** 8 June 2012.

**Value:** 20 marks.

## Special Consideration and Student Difficulties

If a student is experiencing difficulties with their studies or assignments, have personal or life planning issues, disability or illness which may affect their course of study, they are advised to raise these with their lecturer in the first instance. Students may also contact the Student Adviser who will be able to help in identifying the issues that need to be addressed, give general advice, assist by liaising with academic staff, as well as referring students to any relevant University-wide support services. The Student Adviser is located in room 318a in the Commerce Building in Hobart and is contactable by phone on 6226 1916. In Launceston the Student Adviser is located in room A168 in Building A and is contactable by phone on 6324 3312. There is also a range of University-wide support services available including Student Services, International Services and Learning Development. Please refer to the *Current Students* homepage at <http://www.utas.edu.au/students/index.html>.

Should a student require assistance in accessing the Library, visit their website for more information at <http://www.utas.edu.au/library/>.

Students who have completed their examinations and who feel that they have been disadvantaged due to illness or other circumstances affecting their study, may fill out a form to request that their lecturer takes this into consideration when marking the examination. Forms should be submitted directly to the relevant school, accompanied by appropriate supporting documentation, as soon as possible after the completion of the examination. Granting of special consideration is at the discretion of the lecturer and school. The relevant form can be found at the following website: [http://www.studentcentre.utas.edu.au/examinations\\_and\\_results/forms\\_files/index.htm#eits](http://www.studentcentre.utas.edu.au/examinations_and_results/forms_files/index.htm#eits).

Students with a non-English speaking background may be permitted to take a bilingual dictionary into an exam. This dictionary must not be annotated – that is, it must have no notes written in it. Students must request permission from the Student Centre in order to use a bilingual dictionary.

## Submission of Coursework

### Lodging Coursework

All Coursework must have the School of Management Assignment Cover Sheet, which is available as a blank template from the School of Management website:

<http://www.utas.edu.au/mgmt/student.htm>. All assignments must include the tutor's name on the assignment Cover Sheets when they are submitted. If this is not done the assignment will not be accepted and therefore will not be marked.

Please remember that you are responsible for lodging your Coursework on or before the due date. We suggest you keep a copy. Even in the most 'perfect' of systems, items sometimes go astray. Assignments must be submitted electronically through the relevant assignment drop box in MyLO. All coursework must be handed in by 2.00pm on the due date.

## Requests for Extensions

### **Written Coursework:**

Extensions will only be granted on medical or compassionate grounds and will not be granted because of work or other commitments. Requests for extensions should be made in writing to the unit coordinator prior to the due date. Medical certificates or other evidence must be attached and must contain information which justifies the extension sought. Late assignments which have not been granted an extension will, at the lecturer's discretion, be penalised by deducting ten per cent of total marks for each full day overdue.

Assignments submitted more than five days late will normally not be accepted by the unit coordinator.

## Faculty of Business Late Assessment Policy

A full copy of the Faculty of Business late assessment policy is available from the Faculty homepage at <http://fcms.its.utas.edu.au/business/business/policies.asp>.

## Academic Referencing and Style Guide

Before starting their assignments, students are advised to familiarise themselves with the following electronic resources. The first is the *School of Management Guide to Writing Assignment*, which can be accessed from the following site - : <http://www.utas.edu.au/mgmt/student.htm>. The guide provides students with useful information about the structure and style of assignments in the School of Management.

The second is the *Harvard Referencing System Style Guide*, which can be accessed from the UTAS library (<http://utas.libguides.com/content.php?pid=27520&sid=199808>). The Harvard Referencing System will be used in all School of Management units, and students are expected to use this system in their assignments.

## Academic Misconduct and Plagiarism

**Academic misconduct** includes cheating, plagiarism, allowing another student to copy work for an assignment or an examination, and any other conduct by which a student:

- (a) seeks to gain, for themselves or for any other person, any academic advantage or advancement to which they or that other person are not entitled; or
- (b) improperly disadvantages any other student.

Students engaging in any form of academic misconduct may be dealt with under the Ordinance of Student Discipline. This can include imposition of penalties that range from a deduction/cancellation of marks to exclusion from a unit or the University. Details of penalties that can be imposed are available in the Ordinance of Student Discipline – Part 3 Academic Misconduct, see <http://www.utas.edu.au/universitycouncil/legislation/>.

**Plagiarism** is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own, for example:

- using an author's words without putting them in quotation marks and citing the source;
- using an author's ideas without proper acknowledgment and citation; or
- copying another student's work.

**If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor** for relevant referencing guidelines, and the academic integrity resources on the web at <http://www.utas.edu.au/tl/supporting/academicintegrity/index.html>.

The intentional copying of someone else's work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course, or the University.

**The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author's permission is required before a work within the database can be viewed.**

For further information on this statement and general referencing guidelines, see <http://www.utas.edu.au/plagiarism/> or follow the link under 'Policy, Procedures and Feedback' on the Current Students homepage.

## Learning Program

The learning program comprises a weekly **1-hour lecture** and weekly **2-hour workshops (workshops commence in Week 2)**. You will need to purchase the **Study Guide** from UniPrint **before** the first workshop/tutorial in Week 2.

Note that the workshop program does not commence until week two of semester.

### ***Week One: Communication in Contemporary Business Practice***

#### **Lecture 1**

The lecture will provide an introduction to the Unit and an overview of communication in contemporary business practice. The issues related to communication in context are examined including intercultural communication. Students will also be introduced to communication models and theories.

Please ensure you sign-up on MyLO for a workshop before the end of Week 1.

Please access and familiarise yourself with MyLO 2012 e-portfolio function in preparation for your first Reflective Writing Task due 6 April 2012.

Please review guidelines for commence Assignment 2 – Analyse and Present Data using MS Excel. Refer to Assessment Item 2 guidelines on page 2.

Additional information on assignments is also provided in your Study Guide and on MyLO.

### ***Week Two: Reflective Writing***

#### **Lecture 2**

The lecture introduces students to the ideas of reflective thinking and reflective writing in preparation for your reflective writing assessment tasks. Students are firstly introduced to the concept of reflective thinking which is a form of personal response to experiences, situations, events or new information. Reflective writing is then explored with the aim to assist students to recognise and clarify the important connections between what they already know and what they are learning; between theory and practice and between what we are doing and how and why they do it.

#### **Week 2 - Workshop 1**

The first workshop will focus on setting the scene for your personal development and creating a supportive atmosphere for future activities and group work. The following topics will be explored:

- Icebreaker
- Overview Assignment 2 – Competency-based self-paced MS Excel assignment: Analyse and present data using spreadsheets via MyITLab
- Workshop sign-up procedures – Academic Literacy workshops in Weeks 3 and 5
- Reflective writing – preparation for your first reflective writing tasks as part of Assessment 1 and 4.

### ***Week Three: Research and Academic Writing***

#### **Lecture 3**

The lecture will outline the purpose of each part of an academic document, and the types and techniques used in sound reasoning. Students will be given guidance on how to develop an argument; how to write a sound argumentative essay; and how to examine written techniques such as linking and signalling devices.

#### **Week 3 - Workshop 2**

This workshop will be conducted by the University Library team and the focus is Research for Academic Writing. The workshop will provide an introduction to library services and resources at UTAS. It will include practical on-line exercises focusing on the following:

- Introduction to basic University Library services
- Searching databases and finding journal articles
- Academic and scholarly publications
- Referencing and referencing styles including the Harvard Referencing System.

This workshop will be conducted in the **Library e-Lab**. Please refer to **MyLO** for dates and times of this 2-hour interactive session. You **must** sign-up separately on MyLO to one of the Research and Academic Writing workshops **prior to** these workshops.

### ***Week Four: Employment Communication***

#### **Lecture 4**

The lecture will focus on an important aspect of business communication: the skills, knowledge and behaviours required to obtain and manage career progression. This content will be central to the successful completion of Assignment 1 – Employment Communication Portfolio.

#### **Week 4 – Workshop 3**

The focus of this workshop is to assist you in completing Assignment 1. It will include guiding you on preparing a personal brand ‘statement’; outlining your career objectives; using the ‘CAR’ principle to address selection or promotion criterion; and creating an effective cover letter.

### ***Week Five: Oral Communication***

#### **Lecture 5**

This lecture will provide important guidance for completing Assignment 1 – Employment Communication Portfolio in particular it will focus on generating greater awareness of some of the elements involved in giving a well structured, confident, persuasive and engaging presentation.

#### **Week 5 – Workshop 4**

Students will be introduced to techniques for speaking effectively in a presentation; using audio and/or visual techniques as part of a presentation; appropriate language, voice production and body

language and techniques to retain the interest of an audience in an individual presentation; and how to develop self-awareness through peer feedback for development.

***Week Six: STUDY WEEK***

***Week Seven: Emotional Intelligence and Assertive Behaviour***

**Lecture 7**

In this lecture we will discuss the components of Emotional Intelligence (EI) and how EI can have a profound impact on job performance and satisfaction. Assertive behaviour skills will be outlined and techniques to enhance communication and minimise barriers will be described.

**Week 7 – Workshop 5**

During this workshop you will practice a number of techniques to develop your Emotional Intelligence and Assertive Behaviours. These will include:

- 1<sup>st</sup> person skills – Formulating assertive statements
- Case analysis of Emotional Intelligence in the workplace
- The Johari Window as a model of self-management.

***Week Eight: Non-verbal communication***

**Lecture**

This lecture aims to provide you with a greater awareness of the role of non-verbal behaviour and congruence in communication processes. The active listening process and its purpose, and techniques for providing constructive feedback such as reflection skills and statement shaping will be discussed.

**The case studies for Assignment 3 – Business Communication Consultancy Report (Group Project) will be available on MyLO this week. Please review the cases before the formal commencement of Assignment 3 in Week 9.**

**Week 8 - Workshop 6**

This workshop will allow you to practice important skills in communicating your own thoughts, feelings and concerns with others in an effective manner. The following topics will be included:

- 2<sup>nd</sup> person skills – Reflection skills and statement shaping
- Giving feedback on performance
- Sending congruent messages
- Responding using empathy.

## ***Week Nine: Communication across the organisation***

### **Lecture 9**

The lecture this week describes what organisational communication does; communication and organizational effectiveness; the process of organisational communication audits; and strategies for improving organisational communication.

### **Week 9 - Workshop 7**

This workshop will explore strategies to improve organisation communication and will provide useful information for completing your group project – Business Communication Consultancy Report. You will also undertake an activity which examines the patterns of interaction within a specific organisation context.

## ***Week Ten: Writing business reports and overview of Assignment 3***

### **Lecture 10**

This lecture will focus on planning, writing and formatting reports so as to affect the efficient transfer of written information. An overview of the requirements for successful completion of Assignment 4 will be provided.

### **Week 10 - Workshop 8**

The workshop formally begins the group work phase of the unit and will get you started on Assignment 3. The major tasks will involve:

- Group formation and team contract development
- Case selection discussion and assessment requirements
- Analysis of the background information and how leadership and organisational culture affect communication and types of communication channels in organisations

**Each group will need to schedule weekly meetings (either face-to-face or virtual to allocate and monitor task completion for Assignment 3. Business Communication Consultancy Report (Group Project). Please refer to your Study Guide for further information on this assignment and for the template required when conducting team meetings.**

## ***Week Eleven: Business messages via electronic media***

### **Lecture 11**

The lecture looks at the characteristics of electronic media appropriate to business messages; discusses the effects of information overload; applying the 3 x 3 writing process as you write business messages for electronic media; creating effective email messages; instant messaging; and texting and the role of blogging and podcasts.

### **Week 11 – Workshop 9**

The workshop focuses on electronic media and provides an opportunity to work on analysing the email/memo and audio recording from the case study and how to integrate this analysis into your Group Business Communication Consultancy Report.

### ***Week Twelve: Public Relations***

#### **Lecture 12**

This lecture will focus on explaining public relations and how it differs from advertising. Media relations, including the role of media releases in presenting a positive company image and the steps in strategic management of public relations issues, will also be explored.

#### **Week 12 - Workshop 10**

This workshop focuses on the preparation of Assessment 3 – Business Communication Consultancy Report.

**Please complete the Conflict Survey in your Study Guide prior to next week's lecture.**

### ***Week Thirteen: Conflict Management, finalising Assignment 3 and 4 and Unit Evaluation***

#### **Lecture 13**

The lecture will provide an overview of conflict management in organisations, the types of conflict individuals may experience in organisations; the levels of conflict; conflict-resolution strategies ;and conflict within a global and/or multicultural context.

#### **Week 13 - Workshop 11**

This workshop will focus on the process documentation to be included in 3 and provide guidance on Assessment 4 – reflective writing in relation to the group project, group learning experience and the development of an Action Plan.

## Study Schedule

Week	Start of Week	Text Chapter	Topic	Due Dates
1	27 February	1 & 2	Communication in Contemporary Business Practice	
2	5 March	Additional Readings on MyLO	Reflective Practice	
3	12 March	20 (Recorded version of Lecture available on MyLO)	Research and Academic Writing	
4	19 March	22	Employment Communication	
5	26 March	15	Oral Communication	
6	2 April	<b>STUDY WEEK – Monday 2 April to Wednesday 4 April; Thursday 12 April and Friday 13 April</b>		<b>Assignment 1:</b> Employment Communication Portfolio + Reflective Writing Task due <b>Friday 6 April</b>
<b>Mid-Semester Break – 5 April to 11 April</b>				
7	16 April	Classes resume 3	Emotional Intelligence and Assertive Behaviour	
8	23 April	4	Non-verbal communication, listening and feedback skills	
9	30 April	8	Communication across the organisation	
10	7 May	18 & 19	Writing business reports and overview of Assignment 4	
11	14 May	21	Business messages via electronic media	
12	21 May	7	Public Relations	<b>Assignment 2:</b> MyITLab due <b>25 May</b>
13	28 May	6	Conflict Management, finalising Assignment 4 and Unit Evaluation	<b>Assignments 3 &amp; 4:</b> Business Communication Consultancy Report + Reflective writing Tasks due <b>8 June 2012.</b>
<b>Examination Period: 9 June – 26 June</b>				