Course Code: 2008EHR
Course Name: Business Communications
Semester: Semester 1, 2015
Program: Associate Degree in Commerce & Business
Credit Points: 10
Course Coordinator: Melanie Lynch

Teaching Team
Your lecturer/tutor can be contacted via the email system on the portal.

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Melanie Lynch</td>
<td><a href="mailto:melanie.lynch@staff.qibt.qld.edu.au">melanie.lynch@staff.qibt.qld.edu.au</a></td>
</tr>
</tbody>
</table>

Staff Consultation
Your lecturer/tutor is available each week for consultation outside of normal class times. Times that your lecturer/tutor will be available for consultation will be given in the first week of lectures. A list of times and rooms will be published on the QIBT Portal under the "myTimetable" link.

Prerequisites
There are no prerequisites for this course

Brief Course Description
Business Communication is a 10 Credit Point course within the Associate Degree in Commerce and Business. The course is situated within the second year of the program. The Associate Degree in Commerce and Business is designed to provide students with a pathway to:
• further university studies in Commerce, Business and related degrees or
• direct employment
This course is intended to provide students with advanced understanding of the concepts and principles of professional business communication and to support the development of students' skills in interpersonal, spoken and business related communications through practice and feedback.

Rationale
Communication plays a major role in all human activity and is part of our culture. Within the business community, public and private organisations, and the professions, communication is associated with the more specific activities of interacting, informing, instructing and persuading. Therefore, people who possess demonstrable skills in these activities are employed, prized and promoted. If businesses are to survive in an increasingly competitive and information-oriented environment they will need trained communicators who can speak, write and interact with others efficiently, effectively and professionally.
Therefore, this course will place particular emphasis on the following areas:
• Personal and Professional effectiveness
• Team work
• Oral and Written Communication
• Information, Interpersonal, Conceptual and Analytical Skills

Aims
This course aims to introduce students to the theories, concepts and processes of communication, and their application within organisational and business settings. It also aims to develop students' interpersonal, oral and written communication skills at individual, group and organisation levels. Students will also gain an understanding of the implications of different cultures on the communication process.

Learning Outcomes
Upon successful completion of this course you are expected to have improved your
1. level of self-awareness and understand how self-awareness influences communication;
2. analytical ability in relation to business communication;
3. ability to communicate with others and in particular your conflict resolution and negotiation skills;
4. ability to communicate as a member of a team and identify and resolve communication problems in teams;
5. understanding of communication patterns in organisations.

Texts and Supporting Materials

Course resources such as lecture notes, study guides, examination information, assessment overview, reading lists and other on-line learning resources will be available for downloading from the QIBT portal.

Required Text:

Recommended text (background reading):

Organisation and Teaching Strategies

Each week, you are required to attend 4 hours of contact time in class consisting of lectures, tutorials and workshops. During lectures you will be introduced to the essential areas of the course content and be given information about, and explanations of, the principal topics that are relevant to achieving the learning objectives of the course. The tutorial sessions offer you the opportunity to further explore these issues and debates in an informal small-group environment. Workshop sessions will provide you with the opportunity to develop a range of skills that will support learning objectives and foster certain generic skills that are helpful to your professional development.

Class Contact Summary

Attendance:
As each lecture presents new topics and concepts, you are strongly encouraged to attend all lecture, tutorial and workshop sessions throughout the semester. You are also reminded that your attendance in class will be marked twice during a four hour class. To receive full attendance, you must be present in the classroom on both occasions.

Program Progression:
You are reminded that satisfactory Program Progression requires that attendance in classes is maintained at equal to or greater than 80%, and that GPA is maintained at equal to or greater than 3.5 with passing grades achieved in more than 50% of courses in any semester [please see QIBT Policy Library - Program Progression Policy - for more information].

Lecture Notes & Course Materials:
You are expected to use the textbook and prescribed reading materials as reference points for each topic therefore you should bring these resources to every lecture.

Prepare for Lectures & Tutorials:
To help maximise your learning outcomes from lectures, you are strongly encouraged to download the lecture outline for the week’s topic and pre-read the material for the topic before attending the lecture. You will also be encouraged to participate actively in the course through your group presentations, reflections and academic writing.

Independent Study:
You are expected to reinforce your learning gained during class time by undertaking sufficient independent study. For this 10 CP course, you will need to spend at least 10 hours per week engaged in activities that will help your learning and fulfil the course objectives. Thus, provided you have well used the 4 hours per week of formal contact, you would then complete at least 6 hours per week of independent study.

Content Schedule

Weekly Teaching Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Activity</th>
<th>Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction and Models Of Communication and Self Awareness</td>
<td>Lecture</td>
<td>Ch 1 &amp; 7 (p. 156 – 171) &amp; Ch 1</td>
</tr>
<tr>
<td></td>
<td>Overview of assessment; academic standards for course</td>
<td>Lecture</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Introductory Activity + Big 5 Personality Test</td>
<td>Workshop</td>
<td><a href="http://www.outofservice.com/bigfive/">http://www.outofservice.com/bigfive/</a> An assessed report (worth 4 marks) is due on this activity for homework in Week 3.</td>
</tr>
<tr>
<td>2</td>
<td>Goal Setting, Values and Ethics, and Self Management</td>
<td>Lecture</td>
<td>Ch 3 &amp; Ch 4</td>
</tr>
<tr>
<td></td>
<td>Form groups for presentation</td>
<td>Tutorial</td>
<td>Print out the assessment guidelines on the portal which are in the first section above week 1 and bring along to class</td>
</tr>
<tr>
<td></td>
<td>What is Reflective Journal Writing</td>
<td>Workshop</td>
<td>You will need to bring along a journal (lined book) that you will establish as a diary for writing journal entries into about your group work</td>
</tr>
<tr>
<td>3</td>
<td>Self Disclosure and Trust</td>
<td>Lecture</td>
<td>Ch 2</td>
</tr>
<tr>
<td></td>
<td>Goal Setting, Values and Ethics, and Self Management</td>
<td>Tutorial</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Group consultations</td>
<td>Workshop</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Big 5 Personality Test + S.M.A.R.T Goals due today</td>
<td>Assessment</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Listening and Assertion</td>
<td>Lecture</td>
<td>Ch 6 &amp; Ch 7 (p. 171 – 174)</td>
</tr>
<tr>
<td></td>
<td>Self Disclosure and Trust</td>
<td>Tutorial</td>
<td></td>
</tr>
<tr>
<td>Item</td>
<td>Assessment Task</td>
<td>Weighting</td>
<td>Relevant Learning Outcomes</td>
</tr>
<tr>
<td>------</td>
<td>---------------------------------------------------------------------------------</td>
<td>-----------</td>
<td>----------------------------</td>
</tr>
<tr>
<td>1</td>
<td>Tutorial Preparation</td>
<td>20%</td>
<td>1-5</td>
</tr>
<tr>
<td>2</td>
<td>Group Presentation</td>
<td>20%</td>
<td>1,2,3</td>
</tr>
<tr>
<td>3</td>
<td>Mid-semester Examination</td>
<td>10%</td>
<td>1,2,3,4,5</td>
</tr>
<tr>
<td>4</td>
<td>Reflective Essay</td>
<td>30%</td>
<td>1,2,3,4</td>
</tr>
</tbody>
</table>

**Assessment**

This section sets out the assessment requirements for this course.

**Summary of Assessment**
Assessment Details

1) Tutorial Preparation and Participation:
Marks assigned for Tutorial Preparation and Participation encourage in-depth learning and stronger engagement with the course. You will complete five short exercises over ten weeks. These exercises will be completed for homework and/or during tutorials. These exercises will allow you to clarify ideas, learn from others’ perspectives and actively engage with the course material. In addition, tutorial activities will help prepare you for the reflective essay and business communication situations in the future. You will be required to complete 5 tasks. Each task will be worth 4%. You will be graded on your communication effectiveness and content quality.

2) Group Presentation:
A) In groups, you will be required to prepare powerpoint slides in advance, on your chosen topic, to use during your Group Presentation. Each student must contribute to preparation. The slides will be due by week 5. You will be marked on the quality of the content and the presentation of your slides. In particular, the tutor will check that the presentation group has formed an argument on the chosen topic, clearly stated that argument, and included information to support that argument. (5%)

B) You will work in groups (4-6 people) to deliver a 20-minute persuasive presentation in your tutorial in weeks 6 to 11. This presentation must actively involve the audience in some way. The presentation must discuss an argument. Each team member must contribute to both the preparation and delivery, however it will be up to each group to decide the allocation of tasks. Further details will be provided in class. (15%)

3) Mid-semester Examination:
In week 7, you will complete a mid-semester exam covering topics studied in Weeks 1 through to 6. Multiple choice, short answer, and case study questions may be included. Questions will be drawn from the text, lectures and tutorials. (10%)

4) Reflective Essay:
You will be individually required to write a 1500 word Reflective Essay in which you will reflect on your interpersonal and group communication experiences during the planning and preparation of your group presentation in Business Communication this semester. Your essay discussion must be guided by a clear argument. You will be marked on the quality of your analysis and your demonstrated ability to apply your understanding of the theories and concepts. An understanding of the link between theory and practice is therefore a key element. (30%)

A requirement for submission of your Reflective Essay is that it must be uploaded to Turnitin for checking of originality against sources (including web/database/other students' assignments) by the due date of submission. Failing to submit to Turnitin will result in you receiving a Result Withheld (RW) mark for your assignment until the Turnitin submission has been completed. Your tutor will discuss how Turnitin will be specifically used in your course. Turnitin Student User Guides are also available from the QIBT portal. Also, students are advised to keep copies of essay plans, notes and drafts until essay marks are released.

In this course, Turnitin will be used for more than just checking of originality. You will submit your final essay online to Turnitin and your teacher will mark your work using Turnitin also. Therefore, you are not required to submit a paper copy of your essay. However, a QIBT cover sheet must be submitted for the essay during the week 10 tutorial class.

5) Final Examination:
During the final examination period in Week 14, you will complete a Final Examination covering topics studied in Weeks 7 to 13. This exam may incorporate short answer and case study questions. Questions will be drawn from the text, lectures and tutorials. (20%)

Submission and Return of Assessment Items

Normally you will be able to collect your assignments in class within fourteen [14] days of the due date for submission of the assignment.

Retention of Originals

You must be able to produce a copy of all work submitted along with drafts if so requested. Copies should be retained until after the release of final results for the course.

Extensions

To apply for an extension of time for an assessment item you must submit a written request to your lecturer via the Student Website at least 48 hours before the date the assessment item is due. Grounds for extensions are usually: serious illness, accident, disability, bereavement or other compassionate circumstances and must be able to be substantiated with relevant documentation [e.g. medical certificate]. Please refer to the QIBT website - Policy Library - for guidelines regarding extensions and deferred assessment.

Penalties for late submission without an approved extension

Penalties apply to assignments that are submitted after the due date without an approved extension. Assessment submitted after the due date will be penalised 10% of the TOTAL marks available for assessment (not the mark awarded) for each day the assessment is late. Assessment submitted more than five days late will be awarded a mark of zero (0). For example:

- > 5 minutes and <= 24 hours 10%
- > 24 hours and <= 48 hours 20%
- > 48 hours and <= 72 hours 30%
- > 72 hours and <= 96 hours 40%
- > 96 hours and <= 120 hours 50%
- > 120 hours 100%

Note:

- Two day-weekends will count as one day in the calculation of a penalty for late submission.
- When a public holiday falls immediately before or after a weekend, the three days will count as one day in the calculation of a penalty for late submission.
- When two public holidays (e.g. Easter), fall immediately before or after, or one day either side of a weekend, the four days will count as two days in calculating the penalty for late submission.
- When a single public holiday falls mid-week, the day will not be counted towards the calculation of a penalty.
Please refer to the QIBT website - Policy Library > Assessment Policy for guidelines and penalties for late submission.

**Assessment Feedback**

Marks awarded for assessment items will also be available on the on-line grades system on the Student Website within fourteen (14) days of the due date.

**Generic Skills**

QIBT aims to develop graduates who have an open and critical approach to learning and a capacity for lifelong learning. Through engagement in their studies, students are provided with opportunities to begin the development of these and other generic skills.

Studies in this course will give you opportunities to begin to develop the following skills:

<table>
<thead>
<tr>
<th>Generic Skills</th>
<th>Taught</th>
<th>Practiced</th>
<th>Assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Written Communication</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Oral Communication</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Information Literacy</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Secondary Research</td>
<td></td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Critical and Innovative Thinking</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Academic Integrity</td>
<td></td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Self Directed Learning</td>
<td></td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Team Work</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Cultural Intelligence</td>
<td></td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>English Language Proficiency</td>
<td></td>
<td>Yes</td>
<td>Yes</td>
</tr>
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</table>

**Additional Course Generic Skills**

**Additional Course Information**

**Course evaluation**

In this course we aim to put communication skills into practice. Students have mentioned that one of the most memorable tutorial activities is on the topic of persuasion. In this activity, class members battle it out to persuade other students to accept their point of view and to "cross the line" to join their team. Also, this semester, in response to student feedback and changes to the course at Griffith University, we are increasing the tutorial participation assessment to a value of 20% to match the workload. This assessment involves a number of activities through the semester which build and practise skills including those needed for the reflective essay and future business communication situations.

In addition to formal contact hours, you are provided with extra support through individual consultation with teaching staff, tutorials in English language, and self-access computer laboratories.

**Academic Integrity**

QIBT is committed to maintaining high academic standards to protect the value of its qualifications. Academic integrity means acting with the values of honesty, trust, fairness, respect and responsibility in learning, teaching and research. It is important for students, teachers, researchers and all staff to act in an honest way, be responsible for their actions, and show fairness in every part of their work. Academic integrity is important for an individual’s and the College’s reputation.

All staff and students of the College are responsible for academic integrity. As a student, you are expected to conduct your studies honestly, ethically and in accordance with accepted standards of academic conduct. Any form of academic conduct that is contrary to these standards is considered a breach of academic integrity and is unacceptable.

Some students deliberately breach academic integrity standards with intent to deceive. This conscious, pre-mediated form of cheating is considered to be one of the most serious forms of fraudulent academic behaviour, for which the College has zero tolerance and for which penalties, including exclusion from the College, will be applied.

However, QIBT also recognises many students breach academic integrity standards without intent to deceive. In these cases, students may be required to undertake additional educational activities to remediate their behaviour and may also be provided appropriate advice by academic staff.

As you undertake your studies at QIBT, your lecturers, tutors and academic advisors will provide you with guidance to understand and maintain academic integrity, however, it is also your responsibility to seek out guidance if and when you are unsure about appropriate academic conduct.

Please ensure that you are familiar with the QIBT Academic Integrity Policy; this policy provides an overview of some of the behaviours that are considered breaches of academic integrity, as well as the penalties and processes involved when a breach is identified.

For further information please refer to the Academic Integrity Policy on the QIBT website – Policy Library.

**Risk Assessment Statement**

There are no out of the ordinary risks associated with this course.