



<b>Course Code:</b>	2008EHR
<b>Course Name:</b>	Business Communications
<b>Trimester:</b>	Trimester 3, 2017
<b>Program:</b>	Diploma of Commerce
	Associate Degree in Commerce & Business
<b>Credit Points:</b>	10
<b>Course Coordinator:</b>	Melanie Lynch
<b>Document modified:</b>	11 October 2017

### Teaching Team

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

Melanie Lynch: [melanie.lynch@staff.griffithcollege.edu.au](mailto:melanie.lynch@staff.griffithcollege.edu.au)

Marty Soden: [martin.soden@staff.griffithcollege.edu.au](mailto:martin.soden@staff.griffithcollege.edu.au)

---

### 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 Griffith College Portal under the “myTimetable” link.

---

## **Prerequisites**

There are no prerequisites for this course

---

## **Brief Course Description**

Business Communications is a 10 Credit Point course within the Associate Degree in Commerce & Business and Diploma of Commerce. The course is situated within the second trimester of each of these programs. The Associate Degree in Commerce & Business and Diploma of Commerce are 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**

After successfully completing this course you should be able to:

1. analyse business communication issues;
  2. increase your level of self-awareness and understand how self-awareness influences communication;
  3. communicate with others and improve conflict resolution and negotiation skills;
  4. communicate as a member of a team and identify and resolve communication problems in teams;
  5. understand 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 Griffith College portal. Textbook and workbook below will need to be brought along to class each week. Both will be used extensively in this course and are a necessary requirement for successfully completing the course.

Workbook will be available from the Campus Bookstore and will need to be purchased before Week 1.

### **Required Text:**

De Janasz, Crossman, Campbell & Power (2014). *Interpersonal Skills in Organizations*, (2nd ed.). McGraw-Hill Education (Australia) Pty Ltd. ISBN: 9781743071540

This text can be purchased as a Vital Source eText (\$74.95) from the publisher, McGraw-Hill Education (Australia) at the following link:

<http://www.mheducation.com.au/catalogsearch/result/?q=De+Janasz%2C+Crossman%2C+Campbell+%Power+>

### **Recommended reading:**

Dwyer, J. (2012). *Communication in Business: Strategies and skills* (5th ed.). Sydney: Pearson Education Australia. ISBN: 9781442548480

---

## **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. Some lectures will be delivered in flipped mode, meaning that each week prior to the scheduled lecture time, you will have to read 1-2 chapters of the textbook, summarise the contents of the chapter, and complete workbook activities in preparation for activities that will be run during the lecture period. Because of this it will be necessary to bring along your completed workbook each week as well as your textbook (hard copy or electronic format). 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 trimester. 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 trimester [please see Griffith College 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

Week	Topic	Activity	Readings
1	Models Of Communication and Self Awareness	Lecture	Ch 1 & 7 (p. 156 – 171) & Ch 1
	Overview of assessment; academic standards for course	Lecture	Refer to Workbook - bring to class
	Introductory Activity	Workshop	
2	Goal Setting, Values and Self Management,	Lecture	Ch 3 & Ch 4
	Form groups for presentation and How To Run Effective Meetings Guide	Tutorial	Ch. 12 & Refer to Workbook - bring to class
	Big 5 Personality Test	Workshop / Assessment	You will need to bring along your workbook (purchased through the Campus Bookstore) this week and every week throughout the course. Access: <a href="http://www.outofservice.com/bigfive/">http://www.outofservice.com/bigfive/</a>
3	Self Disclosure and Trust	Lecture	Ch 2
	Reflective Journal Writing Guide	Tutorial	Refer to Workbook - bring to class
	Effective presentation skills and How To Write a Session Plan	Workshop	Refer to Workbook - bring to class
	Big 5 Personality Test + S.M.A.R.T Goals due today	Assessment	Printed document to be handed in at the beginning of Tutorial (weighting 5%).
4	Persuasive Communication	Lecture	Ch 8
	Self-Disclosure and Trust	Tutorial	Refer to Workbook - bring to class
	Understanding the Argument - Persuasive Presentations	Workshop	Refer to Workbook - bring to class
5	Listening and Assertion	Lecture	Ch 6 & Ch 7 (p. 171 - 174)
	Persuasive Communication	Tutorial	
	Understanding the Argument -	Workshop	Refer to Workbook - bring to class
	Group Presentation Powerpoint Slides and Session Plan due today	Assessment	Must be submitted via email, the night before class this week. Submission instructions can be found in Workbook (weighting 10%)

6	Working in Teams for Success / Team Facilitation	Lecture	Ch 10 & 13
	The Persuasive Argument: In-class debate	Tutorial	Activity
	Essay Planning	Workshop	Refer to Workbook - bring to class
7	Managing Conflict and Negotiation	Lecture	Ch 9 & 11
	Working in Teams for Success / Facilitation	Tutorial	Activity
	Reflective Essay Writing and Essay Plan Preparation	Workshop	Refer to Workbook - bring to class
8	Understanding and Working with Diverse People	Lecture	Chapter 5
	Managing Conflict and Negotiation	Tutorial	Activity
	Reflective Essay Writing	Workshop	Refer to Workbook - bring to class
9	Leadership Power and Empowerment	Lecture	Chapters 15 & 18
	Understanding and Working with Diverse People; Group Presentation	Tutorial	Activity
	Reflective Essay Q and A	Workshop	Refer to Workbook - bring to class
10	Networking and Mentoring	Lecture	Chapter 16
	Sources of Power	Tutorial	Activity
	Case Study	Workshop	
	Reflective Essay Due	Assessment	Must be submitted through Turn It In prior to midnight, the night before class this week (weighting 30%).
11	Coaching and Providing Feedback	Lecture	Chapter 17
	Networking	Tutorial	Activity
	Case Study	Workshop	
12	Course Review and Exam Preparation	Lecture	
	Importance of Feedback		

---

## Assessment

This section sets out the assessment requirements for this course.

### Summary of Assessment

Item	Assessment Task	Weighting	Relevant Learning Outcomes	Due Date
1	Tutorial Activities	15%	1,2,3,4,5	Week 1-11
2	Team Ppt Slides and Session Plan	10%	1,2,3,4	Week 5
3	Group Lecture Presentation	20%	2,3,4	Week 6-9
4	Reflective Essay	30%	1,2,5	Week 9
5	Final Exam	25%	1,2,3,4,5	Exam Period

### Assessment Details

#### 1) Tutorial Activities:

Marks assigned for In-Class Tutorial Participation in Activities (3 x 5%) to encourage in depth learning and stronger engagement with the course. You will complete a number of activities during the course. These activities are essential in order to develop your self-analysis, and interpersonal communication with other team members, and understand group processes. These activities will be completed during tutorials, but may require to be finished in your own time. Three of the activities will be assessed. These experiences 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 both the reflective essay and business communication situations in the future. You will be required to complete 3 tasks. Each task will be worth 5%. You will be graded on your communication effectiveness and quality of content.

#### 2) Teamwork:

Teams will be formed in Week 2. Four to five students in a team. An intensive team project will be undertaken between Weeks 2-5. Students will have to prepare and submit slides and a session plan for a 40 minute presentation. During the team work all students must complete a reflective journal to record their reflections about the interpersonal dynamics and group processes during this project. This three week intensive team project is the basis for assessment for the individual essay (30%) due in Week 10. The powerpoint slides (or alternative presentation software, for eg. Presi) and session plan must be submitted by midnight on the night before your Week 5 tutorial. The powerpoint slides and session plan are worth 10%. These slides and session plan will then be used for assessment item 3.

### **3) Group Presentation:**

You will work in groups (4-5 people) to deliver a 40 minute lecture presentation in one of Weeks 6 to 9. This presentation must actively involve the audience. The presentation must discuss and support an argument. Further details will be provided in class. (20%)

### **4) Reflective Essay:**

You will be required to write a 1500 word Individual Reflective Essay in which you will reflect on your interpersonal communication and group process experiences during the planning and preparation of your group slides and session plan in Business Communication this trimester. 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 from the course. An understanding of the link between theory and practice is therefore a key element. (30%)

A requirement for submission of your Individual 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 Griffith College portal. Also, students are advised to keep copies of essay plans, notes and drafts until essay marks are released.

Students will be required to submit their original reflective journal that is kept during the team work from weeks 2 – 5 (3 weeks), as well as for the additional one week immediately before their lecture presentation. It is a requirement that his reflective journal be submitted in hard copy during the week 10 tutorial. This is separate from the Individual Reflective Essay (30%), but for the Individual Reflective Essay to be marked this requirement must be met.

### **5) Final Examination:**

During the final examination period in Week 13, you will complete a Final Examination covering topics studied in Weeks 7 - 12. This exam may incorporate multiple choice, short answer and case study questions. Questions will be drawn from the text, lectures and tutorials. (25%)

## **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 assignment, you must submit an Application for Extension of Assignment form to your teacher at least 24 hours before the date the assignment 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. Griffith College Medical Certificate]. Please refer to the Griffith College website - Policy Library - for guidelines regarding extensions and deferred assessment.

## Assessment Feedback

Marks awarded for in-trimester assessment items, except those being moderated externally with Griffith University, will be available on the Student Portal within fourteen [14] days of the due date. This does not apply to the final assessment item in this course (marks for this item will be provided with the final course result).

---

## Generic Skills

Griffith College 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:

Generic Skills	Taught	Practised	Assessed
Written Communication	Yes	Yes	Yes
Oral Communication	Yes	Yes	Yes
Information Literacy	Yes	Yes	Yes
Secondary Research	Yes	Yes	Yes
Critical and Innovative Thinking	Yes	Yes	Yes
Academic Integrity	Yes	Yes	Yes
Self Directed Learning		Yes	
Team Work	Yes	Yes	Yes
Cultural Intelligence	Yes	Yes	Yes
English Language Proficiency		Yes	Yes

## 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 trimester, in response to student feedback and changes to the course at Griffith University, we are increasing the tutorial participation assessment to a value of 30% to match the workload. This assessment involves a number of activities through the trimester 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

Griffith College 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-meditated 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, Griffith College 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 Griffith College, 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 [Griffith College 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 Griffith College website – Policy Library.

### **Risk Assessment Statement**

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

---

Copyright © - Griffith College

Note: For all Diploma level programs, Griffith College acknowledges content derived from Griffith University.