



The University of Southern Queensland

Course specification

The current and official versions of the course specifications are available on the web at
<<http://www.usq.edu.au/coursespecification/current>>.
Please consult the web for updates that may occur during the year.

Description: Business Communication

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
MGT	1200	82031	6, 2008	EXT	1.00	Toowoomba

Academic group:	FOBUS
Academic org:	FOB004
Student contribution band:	1
ASCED code:	100799

STAFFING

Examiner: Ray Hingst
Moderator: Jane Summers

OTHER REQUISITES

Students are required to have access to a personal computer, e-mail capabilities and Internet access to USQConnect. Current details of computer requirements can be found at
<<http://www.usq.edu.au/business/aboutfob.htm>>.

SYNOPSIS

This course examines the underlying principles of communication theory and its impact on organisational practice. Students will be introduced to a range of situations in which communicative competence is important; explore models and techniques which will enhance their understanding of the communication process and develop practical skills in business communication covering a range of situations.

OBJECTIVES

On completion of this course students will be able to:

1. develop an understanding of the process of workplace communication and demonstrate active listening techniques (Assignment 1, Assignment 3, Examination)
2. demonstrate a high level of business writing skills in a variety of contexts (Assignment 1, Assignment 2, Assignment 3, Examination)
3. display effective oral communication techniques for planned public speaking projects and business presentations (Assignment 3)
4. apply knowledge of non-verbal communication processes, listening skills and interviewing techniques to realistic business situations (Assignment 3, Examination)
5. describe techniques for enhancing interpersonal and group communication performance (Examination)
6. demonstrate an understanding and application of self-developed skills for conducting research of primary and secondary data (Examination)

7. prepare written materials aimed at large audiences and using persuasive writing techniques (Assignment 1, Assignment 3, Examination)
8. critically comprehend reports and business-related articles (Examination)
9. demonstrate non-sexist and non-discriminatory language and effective communication in the business environment (Assignment 1, Assignment 2, Assignment 3, Examination)
10. develop an awareness of the impact on organisations of electronic communication (Assignment 1, Examination).

TOPICS

Description	Weighting (%)
1. Theory of business communication including an awareness of the impact of electronic communication	10.00
2. Development of effective business writing skills, including letters, memos and reports	20.00
3. Oral communication skills in a business context including business proposals and public speaking	20.00
4. Non-verbal communication, listening skills and interviewing techniques	10.00
5. Interpersonal and group communication	5.00
6. Research skill and critical comprehension development	10.00
7. Writing for large audiences and persuasive writing techniques	20.00
8. Use of non-sexist and non-discriminatory language and effective intercultural communication	5.00

TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

Dwyer, J 2005, *Communication in business strategies and skills*, 3rd edn, Pearson Education, Frenchs Forest, New South Wales.

Summers, J & Smith, B 2006, *Communication skills handbook: how to succeed in written and oral communication*, 2nd edn, John Wiley & Sons, Milton, Queensland.

REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

Nil.

STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Assessments	40.00
Directed Study	125.00

ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date
ASSIGNMENT 1	25.00	25.00	15 Oct 2008
ASSIGNMENT 2	10.00	10.00	14 Nov 2008
ASSIGNMENT 3	25.00	25.00	05 Dec 2008
2 HOUR EXAMINATION	40.00	40.00	END S6 (see note 1)

NOTES

1. The examination is scheduled to be held in the end-of-semester examination period. Students will be advised of the official examination date after the timetable has been finalised.

IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:
It is the students' responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them, and to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.
- 2 Requirements for students to complete each assessment item satisfactorily:
To satisfactorily complete an individual assessment item a student must achieve at least 50% of the marks. (Depending upon the requirements in Statement 4 below, students may not have to satisfactorily complete each assessment item to receive a passing grade in this course.)
- 3 Penalties for late submission of required work:
If students submit assignments after the due date without prior approval of the examiner, then a penalty of 5% of the total marks gained by the student for the assignment may apply for each working day late up to ten working days at which time a mark of zero may be recorded.
- 4 Requirements for student to be awarded a passing grade in the course:
To be assured of receiving a passing grade a student must achieve at least 50% of the total weighted marks available for the course.
- 5 Method used to combine assessment results to attain final grade:
The final grades for students will be assigned on the basis of the aggregate of the weighted marks obtained for each of the summative assessment items in the course.
- 6 Examination information:

This is a restricted examination. Candidates are allowed access to specific materials during the examination. The only materials that candidates may use in the examination for this course are (i) Writing materials: non-electronic and free from material which could give the student an unfair advantage in the examination; (ii) Translation dictionaries: with the Examiner's approval, candidates may, take an appropriate non-electronic translation dictionary into the examination. This will be subject to perusal and, if it is found to contain annotations or markings that could give the candidate an unfair advantage, it may be removed from the candidate's possession until the appropriate disciplinary action is completed.

- 7 Examination period when Deferred/Supplementary examinations will be held:
Any Deferred or Supplementary examinations for this course will be held during the next examination period.
- 8 University Regulations:
Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Student Academic Misconduct for further information and to avoid actions which might contravene university regulations. These regulations can be found at <http://www.usq.edu.au/corporateservices/calendar/part5.htm>. Students should also read the Faculty of Business Policies and Procedures which can be found at <http://www.usq.edu.au/business/aboutfob.htm>.

ASSESSMENT NOTES

- 1 Assignments: (i) The due date for an assignment is the date by which a student must despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the examiner. (ii) Students must retain a copy of each assignment submitted for assessment. This must be produced within 24 hours if required by the examiner. (iii) In accordance with university policy, the examiner may grant an extension of the due date of an assignment in extenuating circumstances. (iv) Students who do not have regular access to postal services or who are otherwise disadvantaged by these regulations may be given special consideration. They should contact the examiner to negotiate such special arrangements. (v) In the event that a due date for an assignment falls on a local public holiday in their area, such as a show holiday, the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the examiner's convenience.
- 2 Course weightings: Course weightings of topics should not be interpreted as applying to the number of marks allocated to questions testing those topics in an examination paper.
- 3 Make-up work: Students who have undertaken all of the required assessments in a course but who have failed to meet some of the specified objectives of a course within the normally prescribed time may be awarded the temporary grade: IM (Incomplete - Make up). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non directed personal study.
- 4 Deferred work: Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or to sit for an examination at the scheduled time may apply to defer an assessment in a course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded IDS (Incomplete - Deferred Examination); IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).

OTHER REQUIREMENTS

- 1 E-mail and Internet access: Students will require access to e-mail and Internet access to USQConnect for this course.
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