

BUS100 PROFESSIONAL COMMUNICATION SKILLS T318 - Brief

All information contained within this Subject Outline applies to **all** students enrolled in the trimester as indicated.

1. General Information

1.1 Administrative Details

Associated HE Award(s)	Duration	Level	Subject Coordinator
B Bus (Accg); B Bus (Mgt & Finance) Dip Accg; Dip Mgt	1 trimester	Level 1	Brie Willoughby-Knox brie.willoughbyknox@koi.edu.au P: 92833583 (Ext.156) L: Level 1, 545 Kent St. Consultation: via Moodle or by appointment.

1.2 Core / Elective

This is a core subject for the above courses.

1.3 Subject Weighting

Indicated below is the weighting of this subject and the total course points.

Subject Credit Points	Total Course Credit Points
4	Dip Accg 32; Dip Mgt 32; BBus(Accg) 96; BBus(Mgt & Finance) 96;

1.4 Student Workload

Indicated below is the expected student workload per week for this subject

No. timetabled hours/week*	No. personal study hours/week**	Total workload hours/week***
4 hours/week (2 hour Lecture + 2 hour Tutorial)	6 hours/week	10 hours/week

* Total time spent per week at lectures and tutorials

** Total time students are expected to spend per week in studying, completing assignments, etc.

*** Combination of timetable hours and personal study.

1.5 Mode of Delivery On-campus

1.6 Pre-requisites Nil

1.7 General Study and Resource Requirements

- Students are expected to attend classes with the weekly worksheets and subject support material provided in Moodle. Students should read this material before coming to class to improve their ability to participate in the weekly activities.
- Computers and WIFI facilities are extensively available for student use throughout KOI. Students are encouraged to make use of the campus Library for reference materials.

Resource requirements specific to this subject: There are no specific resources for this subject.

2. Academic Details









2.1 Overview of the Subject

This subject introduces students to a range of concepts and skills required for success in their course and in the business world. The interactive learning designed weekly worksheet activities will give students the practical experience needed to develop key academic and professional skills, such as information research and literacy, logical reasoning, analysis, evaluation, written and oral communication skills and teamwork. Students will be able to use the skills and techniques learnt in this subject to improve their academic performance in all other subjects, and as the basis for life-long learning.

2.2 Graduate Attributes for Undergraduate Courses

Graduates of the *Bachelor of Business (Accounting)*, and the *Bachelor of Business (Management and Finance)* courses from King's Own Institute will gain the graduate attributes expected from successful completion of a Bachelor's degree under the Australian Qualifications Framework (2nd edition, January 2013). Graduates at this level will be able to apply an advanced body of knowledge in a range of contexts for professional practice or scholarship and as a pathway for further learning.

King's Own Institute's key generic graduate attributes for a bachelor's level degree are summarised below:

	KOI Bachelor Degree Graduate Attributes	Detailed Description
	Knowledge	Current, comprehensive and coherent knowledge
	Critical Thinking	Critical thinking and creative skills to analyse and synthesise information and evaluate new problems
	Communication	Communication skills for effective reading, writing, listening and presenting in varied modes and contexts and for transferring knowledge and skills to others
	Information Literacy	Information and technological skills for accessing, evaluating, managing and using information professionally
	Problem Solving Skills	Skills to apply logical and creative thinking to solve problems and evaluate solutions
	Ethical and Cultural Sensitivity	Appreciation of ethical principles, cultural sensitivity and social responsibility, both personally and professionally
	Teamwork	Leadership and teamwork skills to collaborate, inspire colleagues and manage responsibly with positive results
	Professional Skills	Professional skills to exercise judgement in planning, problem solving and decision making



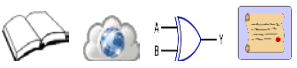
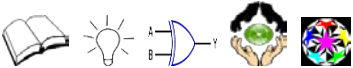
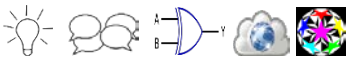
Across the course, these skills are developed progressively at three levels:

- **Level 1 Foundation** – Students learn the basic skills, theories and techniques of the subject and apply them in basic, stand-alone contexts.
- **Level 2 Intermediate** – Students further develop skills, theories and techniques of the subject and apply them in more complex contexts, beginning to integrate the application with other subjects.
- **Level 3 Advanced** – Students have a demonstrated ability to plan, research and apply the skills, theories and techniques of the subject in complex situations, integrating the subject content with a range of other subject disciplines within the context of the course.

2.3 Subject Learning Outcomes

This is a Level 1 subject.

Listed below are key knowledge and skills students are expected to attain by successfully completing this subject:

Subject Learning Outcomes	Contribution to Course Graduate Attributes
a) Write in clear, concise and purposeful way, using academic or professional English.	
b) Demonstrate digital literacy skills through the use of online academic tools and platforms.	
c) Locate, evaluate, interpret and reference sources.	
d) Use critical and analytical thinking skills to put forth innovative ideas.	
e) Work effectively in a team to plan, manage and deliver a group presentation.	

2.4 Subject Content and Structure

Below are details of the subject content and how it is structured, including specific topics covered in lectures and tutorials. Reading refers to the text unless otherwise indicated.

Weekly Planner:

Week (beginning)	Topic covered in each week's lecture	Skills	Expected work
1 05 Nov	First impressions	Features of text types; Getting organised	
2 12 Nov	Brand me	Applying branding strategies; Writing profile summaries	Getting e-organised; email your tutor
3 19 Nov	Behaviour change revolution	Sentence construction; Paragraphing	Draft of LinkedIn profile summary
4 26 Nov	Human vs. machine	Punctuation; Drafting	Draft of Ass. 1 due in class Ass. 1 (due Sunday): LinkedIn Profile
5 03 Dec	A Coke and a smile	Writing an academic paragraph; Report structure	
6 10 Dec	Detective work	Finding and evaluating sources; Academic Integrity, RefWorks, Intro Referencing	Paraphrasing practice; Section 1 of your company report
7 17 Dec	Bitcoin Millionaires	Advanced Referencing; Conclusion & Recommendations	Section 2 of your company report
23 Dec 2018 – 06 Jan 2019	Mid-trimester Break		

8 07 Jan	Monet talks	Streamlining; Executive summary writing; Reference list, Grammarly	Section 3 of your company report
9 19 Jan	Building for the future	Formatting; Table of contents; Drafting session	Draft of Ass. 2 due in class Ass. 2 (due Sunday): Company Report
10 21 Jan	Avoiding death by PowerPoint	The ins-and-outs of PowerPoint; Smooth delivery; Group practice	A plain (default) PowerPoint with all of the content and reference list included.
11 28 Jan	Toward Uber Fairness	Real world research; Group Pitches	Ass. 3 (in class Weeks 11 & 12): Group Pitch
12 04 Feb	The End	Course consolidation; Group Pitches	Ass. 3 (in class Weeks 11 & 12): Group Pitch
13 11 Feb	Study review week		
14 18 Feb	Final Exam Week	There is no final exam for this subject	
15 25 Feb	Student Vacation begins Enrolments for T119 open		
16 04 Mar	Results Released 05 Mar 2019 Certification of Grades 08 Mar 2019		
T119 begins 11 Mar 2019			
1 11 Mar	Week 1 of classes for T119 Friday 08 Mar 2019 – Review of Grade Day for T318 – see Sections 2.6 and 3.6 below for more information.		

2.7 Teaching Methods/Strategies

Briefly described below are the teaching methods/strategies used in this subject:

- *On-campus lectures* (2 hours/week) are conducted in seminar style and address the subject content, provide motivation and context and draw on the students' experience and preparatory reading.
- *Tutorials* (2 hours/week) include class discussion of case studies and research papers, practice sets and problem-solving and syndicate work on group projects. Tutorial participation is an essential component of the subject and contributes to the development of graduate attributes (see section 2.2 above). It is intended that specific tutorial material such as case studies, recommended readings, review questions etc. will be made available each week in Moodle.
- *Online* teaching resources include class materials, readings, model answers to assignments and exercises and discussion boards. All online materials for this subject as provided by KOI will be found in the Moodle page for this subject. Students should access Moodle regularly as material may be updated at any time during the trimester
- *Other contact* - academic staff may also contact students either via Moodle messaging, or via email to the email address provided to KOI on enrolment.

2.8 Student Assessment

Provided below is a schedule of formal assessment tasks and major examinations for the subject.

Assessment Type	When assessed	Weighting	Learning Outcomes Assessed
Assessment 1: LinkedIn Profile (700 words +/- 10%). Create a LinkedIn Profile, with writing that is clear, concise and meaningful to your future in business. Submit a LinkedIn profile summary, a business summary article and the URL of your LinkedIn page.	Week 4	20%	a, b, d
Assessment 2: Company Report (1,200 words +/- 10%). Develop your research skills as you analyse an existing company within an assigned industry for your Company Report. Build on the writing skills that you have already developed by integrating information from source texts, demonstrating referencing skills and providing recommendations for how the company's practices might be improved.	Week 9	50%	a, b, c, d
Assessment 3: Group Pitch (15-minutes oral presentation, followed by a Q&A session). Give an oral presentation with your groupmates, demonstrating a deep understanding of the field and company that you researched. Pitch an innovative new business within this industry, capitalising on the benefits and negating the detriments of the companies you studied.	Weeks 11 & 12	30%	b, c, d, e

Requirements to Pass the Subject:

To gain a pass or better in this subject, students must gain a *minimum of 50%* of the total available subject marks.

2.9 Prescribed and Recommended Readings

Prescribed Text:

There is no prescribed text for this subject. Readings will be provided via Moodle.