



BUS709 COMMUNICATION IN BUSINESS T320 Brief

All information in the Subject Outline is correct at the time of approval. KOI reserves the right to make changes to the Subject Outline if they become necessary. Any changes require the approval of the KOI Academic Board and will be formally advised to those students who may be affected by email and via Moodle.

Information contained within this Subject Outline applies to students enrolled in the trimester as indicated.

1. General Information

1.1 Administrative Details

| Associated HE Award(s) | Duration | Level | Subject Coordinator |
|--|-----------------|--------------|--|
| Grad. Certificate in Business Graduate Diploma of Business Master of Accounting Master of Professional Accounting Graduate Certificate of Information Technology Graduate Diploma of Information Technology Master of Information Technology | 1 trimester | Postgraduate | Dr Charu Hurria charu.hurria@koi.edu.au P: 92833583 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 | GCBus 16; GDBus 32; MAcc 48; MPA 64 GCIT 16; GDIT 32; MIT 64 |

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 Blended, that is face-to-face/online

1.6 Pre-requisites Nil

1.7 General Study and Resource Requirements

- Students are expected to attend classes with the required textbook and to read specific chapters prior to the tutorials. Students should read this material before coming to class to improve their ability to participate in the weekly activities.

- Students will require access to the internet and their KOI email and should have basic skills in word processing software such as MS Word, spreadsheet software such as MS Excel and visual presentation software such as MS PowerPoint.
- 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 required for this subject.

2. Academic Details









2.1 Overview of the Subject

Highly developed skills in communication, analysis, teamwork and negotiation are crucial for enhancing success in academic study and a career in business. This subject provides a strong foundation in effective communication skills and practice with a variety of writing and presentation styles for a variety of audiences. You will develop negotiation, research and critical thinking skills and an appreciation of ethical practice by working on case studies and role plays, discussing cultural issues and leadership challenges, and analysing complex and ambiguous information.

2.2 Graduate Attributes for Postgraduate Courses

Graduates of Postgraduate courses from King’s Own Institute will achieve the graduate attributes expected from successful completion of a Master’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 master’s level degree are summarised below:

| | KOI Master’s Degree Graduate Attributes | Detailed Description |
|---|--|--|
|  | Knowledge | Current, comprehensive and coherent knowledge, including recent developments and applied research methods |
|  | Critical Thinking | Critical thinking skills to identify and analyse current theories and developments and emerging trends in professional practice |
|  | Communication | Communication and technical skills to analyse and theorise, contribute to professional practice or scholarship and present ideas to a variety of audiences. |
|  | Research and Information Literacy | Cognitive and technical skills to access and evaluate information resources, justify research approaches and interpret theoretical propositions |
|  | Creative Problem Solving Skills | Cognitive, technical and creative skills to investigate, analyse and synthesise complex information, concepts and theories, solve complex problems and apply established theories to situations faced in professional practice. |
|  | Ethical and Cultural Sensitivity | Appreciation and accountability for ethical principles, cultural sensitivity and social responsibility, both personally and professionally |
|  | Leadership and Strategy | Initiative, leadership skills and ability to work professionally and collaboratively to achieve team objectives across a range of team roles. Expertise in strategic thinking, developing and implementing business plans and decision making under uncertainty |
|  | Professional Skills | High level personal autonomy, judgement decision-making and accountability required to begin professional practice. |




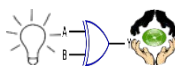
Across the course, these skills are developed progressively at three levels:

- **Level 1 Foundation** – Students learn the skills, theories and techniques of the subject and apply them in 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

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

| Subject Learning Outcomes | Contribution to Graduate Attributes |
|---|---|
| a) Structure and present information orally and in writing in academic and business contexts using packages such as Word and PowerPoint |  |
| b) Select and appropriately use different modes of communication and develop strategies to overcome communication barriers and develop an appreciation of intercultural communication |  |
| c) Work effectively as an individual and in a team, plan and manage a program of work, express opinions and negotiate outcomes |  |
| d) Demonstrate the ability to effectively communicate in different situations and apply gained knowledge to modern day work environments. |  |

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 | Reading(s) | Expected work as listed in Moodle |
|------------------|--|------------------------|--|
| 1 02 Nov | Communication Today | B Eunson Ch. 1 | Library search, databases and types of evidence |
| 2 09 Nov | Intercultural Communication | B Eunson Ch. 15 | Class discussion on concepts and small group discussions |
| 3 16 Nov | Interpersonal Skills & NVC | B Eunson Chs. 8, 10 | Class discussion on concepts and small group discussions |
| 4 23 Nov | Persuasive Communication | B Eunson Ch. 9 | Class discussion on concepts and small group discussions |
| 5 30 Nov | Report & Essay Writing | B Eunson Chs. 5, 7 | Class discussion on concepts and small group discussions Assessment 1 due Friday 5pm |
| 6 07 Dec | Group/Team Communication | B Eunson Ch. 18 | Class discussion on concepts and small group discussions |
| 7 14 Dec | Oral Communication & Presentation Skills | B Eunson Ch. 11 | Class discussion on concepts and small group discussions |

| | | | |
|---------------------------------|---|--|---|
| 20 Dec 2020 – 03 Jan 2021 | Mid trimester break | | |
| 8 04 Jan | Organisational Communication | B Eunson Ch. 16 | Class discussion on concepts and small group discussions |
| 9 11 Jan | Negotiation | B Eunson Ch. 13 | Class discussion on concepts and small group discussions Assessment due 2 Report Friday 5pm |
| 10 18 Jan | Conflict Management | B Eunson Ch.14 | Assessment 3 due Presentation |
| 11 25 Jan | Engaging Communication | B Eunson Ch. 12 | Assessment 3 due Presentation Assessment 4 due Reflection Report Friday 5pm |
| 12 01 Feb | Social Media | B Eunson Ch. 21 | Class discussion on concepts & small group discussions |
| 13 07 Feb | Study review week | | |
| 14 15 Feb | Final Exam Week | Please see Exam Timetable for exam date, time and location | |
| 15 21 Feb | Student Vacation begins Enrolments for T121 open | | |
| 16 02 Mar | Results Released 02 Mar 2021 Certification of Grades 05 Mar 2021 | | |
| T121 begins 09 Mar 2021 | | | |
| 1 08 Mar | Week 1 of classes for T121 Friday 05 Mar 2021 – Review of Grade Day for T320 – see Sections 2.6 and 3.2 below for more information. | | |

2.7 Teaching Methods/Strategies

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

- *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. Tutorials often include group exercises and so contribute to the development of teamwork skills and cultural understanding. Tutorial participation is an essential component of the subject and contributes to the development of many of the graduate attributes (see section 2.2 above). Tutorial participation contributes towards the assessment in many subjects (see details in Section 3.1 for this subject). Supplementary 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: Communication Diary (1,500 words) | Week 5 | 25% | a, b |
| Assessment 2: Group Report (2,500 words) | Week 9 | 35% | a, b, c, d |
| Assessment 3: Individual Presentation of Group Report | Weeks 10 - 11 | 10% | c, d |
| Assessment 4: Individual Reflection Report – individual assessment – (2,000 words) | Week 11 | 30% | a, b, c, d |

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 Readings

Prescribed Text:

Eunson, B., 2016. *C21: Communicating in the 21st Century*. [e-book] 4th ed. Milton: John Wiley and Sons. Available from EBSCO Database.