

BUS709 COMMUNICATION IN BUSINESS T325 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 Sunaina Gowan sunaina.gowan@koi.edu.au P: +61 (2) 9283 3583 Level 7-11, 11 York Street 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 GCIT26; 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***
3 hours/week (1 hour Lecture + 2 hour Tutorial)	7 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 Classes will be face-to-face or hybrid. Certain classes will be online (e.g., special arrangements).

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.

1.8 Academic Advising

Academic advising is available to students throughout teaching periods including the exam weeks. As well as requesting help during scheduled class times, students have the following options:

- Consultation times: A list of consultation hours is provided on the homepage of Moodle where appointments can be booked.
- Subject coordinator: Subject coordinators are available for contact via email. The email address of the subject coordinator is provided at the top of this subject outline.
- Academic staff: Lecturers and Tutors provide their contact details in Moodle for the specific subject. In most cases, this will be via email. Some subjects may also provide a discussion forum where questions can be raised.
- Head of Program: The Head of Program is available to all students in the program if they need advice about their studies and KOI procedures.
- Vice President (Academic): The Vice President (Academic) will assist students to resolve complex issues (but may refer students to the relevant lecturers for detailed academic advice).

2. Academic Details


2.1 Overview of the Subject








This subject is designed to equip students with highly developed skills in communication, analysis, teamwork, and negotiation, which are essential for success in academic study and a career in business. The subject offers a strong foundation in effective communication skills and provides opportunities to practice a range of writing and presentation styles for diverse audiences. Through engagement with case studies and role plays, discussions on cultural issues and leadership challenges, and analysis of complex and ambiguous information, students will develop their negotiation, research, and critical thinking skills, while also gaining an appreciation of ethical practice. The subject introduces various communication options available in a business context, enabling students to make appropriate choices in the workplace. It covers all key communication concepts and effective strategies necessary for students to communicate effectively as professionals, providing real-world scenarios of communication in practice. The subject also fosters the development of academic literacy, enabling students to become independent learners, while also gaining an appreciation of ethical and cultural considerations that are essential for effective communication in a diverse and dynamic workplace.

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 from their major area of study in a range of contexts for professional practice or scholarship and as a pathway for further learning.

King's Own Institute's generic graduate attributes for 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




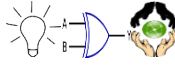
	Critical Thinking	Critical thinking skills to identify and analyse current theories and developments and emerging trends in professional practice
	Communication	Communication and technical skills to analyse and theorise, contribute to professional practice or scholarship and present ideas to a variety 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 and interpersonal 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)	Lecture Topics	Readings	Expected Work
Week 1 27 Oct	Understand Communication Practices Library Search, Databases & Types Of Evidence	Verderber/Sellnow/Verderber Chp 1 Archee & Gurney Chp 1 Bazzette, D 2023, 'communicating effectively', Supervision, vol. 84, no. 12, pp. 3–6, https://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=173839516&site=ehost-live	Tutorial Topic 1 Library Search, Databases & Types of Evidence
Week 2 03 Nov	Intercultural Communication	Verderber/Sellnow/Verderber Chp 3 Archee & Gurney Chp 4 Pop, A-M & Sim, M-A 2022, 'Cross-Cultural Communication in Multinational Companies', Annals of the University of Oradea, Economic Science Series, vol. 31, no. 1, pp. 324– 332, https://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=158718744&site=ehost-live	Tutorial Topic 2 Class Discussion on concepts & small group discussions
Week 3 10 Nov	Interpersonal Skills	Verderber/Sellnow/Verderber Chp 8 Archee & Gurney Chp 3 & 8 Asalioğlu, EN & Göksun, T 2023, 'The role of hand gestures in emotion communication: Do type and size of gestures matter?', Psychological Research, vol. 87, no. 6, pp. 1880–1898, https://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=166104161&site=ehost-live	Tutorial Topic 3 Online plagiarism module. Use of Turnitin and Harvard Anglia referencing guide.
Week 4 17 Nov	Implement and monitor environmentally sustainable work practices	'Widening the circle: Circular economy models creating expansive futures' 2024, Corporate Citizen Magazine, vol. 46, no. 2, pp. 12–20, https://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=176159585&site=ehost-live	Tutorial Topic 4 Class Discussion on concepts & small group discussions Ecological Footprint Quiz Formative Assignment (in-class)
Week 5 24 Nov	Effective Business Writing	Archee & Gurney Chp 11, 12 & 13 Arina, G 2019, 'An Overview of Business Writing: Challenges and Solutions', <i>Studies in Business & Economics</i> , vol. 14, no. 1, pp. 60–71, https://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=136528677&site=ehost-live	Tutorial Topic 6 Class Discussion on concepts & small group discussions Assignment 1 Due Sunday 11:59 pm
Week 6 01 Dec	Group and Team Communication	Verderber/Sellnow/Verderber Chp 9 Archee & Gurney Chp 9 Ahlrichs, K 2024, 'How to lead teams while surfing the waves of change', Leadership Briefings, vol. 39, no. 1, pp. 8–10,	Tutorial Topic 5 Class Discussion on concepts & small group discussions

		https://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=175372175&site=ehost-live	
Week 7 08 Dec	Oral Communication and Presentation Skills	Verderber/Sellnow/Verderber Chp 12 & 13 Archee & Gurney Chp 10 Berardino, L, Gregory, D & Gregory, J 2023, 'Building the Speaking Skills Required in Today's Workplace', Business Education Innovation Journal, vol. 15, no. 1, pp. 69–74, , https://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=170961395&site=ehost-live	Tutorial Topic 7 Class Discussion on concepts & small group discussions
Week 8 15 Dec	Lead and Develop Teams and Individuals	Verderber/Sellnow/Verderber Chp 10 Gransberry, CK 2022, 'How Emotional Intelligence Promotes Leadership and Management Practices', Public Organization Review, vol. 22, no. 4, pp. 935–948 https://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=160426245&site=ehost-live	Tutorial Topic 8 Class Discussion on concepts & small group discussions
Week 9 05 Jan	Negotiation Skills	Archee & Gurney Chp 5 & 9 Berardino, L, Gregory, D & Gregory, J 2023, 'Building the Speaking Skills Required in Today's Workplace', Business Education Innovation Journal, vol. 15, no. 1, pp. 69–74, https://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=170961395&site=ehost-live	Tutorial Topic 9 Class Discussion on concepts & small group discussions Assignment 2 due Sunday 11:59 pm
Week 10 12 Jan	Conflict Management	'Communication in Times of Conflict' 2023, Nonprofit World, vol. 41, no. 3, pp. 26–27, https://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=172371994&site=ehost-live	Group presentations
Week 11 19 Jan	Develop Communication Skills for Employment	Archee & Gurney Chp 11 & 12 Vibhute, SB 2020, 'Career Opportunities and Challenges Faced by Business School Students', <i>International Conference on Ongoing Research in Management & IT</i> , pp. 163–168, https://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=169734513&site=ehost-live	Group presentations (overflow) Tutorial Topic 10 Assignment 4 due Sunday 11:59 pm
Week 12 27 Jan (Tue)	Mastering the Art of Interviewing and Follow-Up Through Effective Communication	Verderber/Sellnow/Verderber Chp 14 & 15 Archee & Gurney Chp 10 Rupani, R 2013, 'Job Interview Skills and Techniques - A Practice set in Communication', <i>Journal of Commerce & Management Thought</i> , vol. 4, no. 3, pp. 719–732, https://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=111341545&site=ehost-live	Tutorial Topic 12 Class Discussion on concepts & small group discussions
Week 13 02 Feb	Study review week and Final Exam Week		
Week 14 09 Feb	Examinations Continuing students - enrolments for T126 open		Please see exam timetable for exam date, time and location

Week 15 16 Feb	Student Vacation begins New students - enrolments for T126 open
Week 16 23 Feb	<ul style="list-style-type: none"> • Results Released • Review of Grade Day for T325 – see Sections 2.6 and 3.2 below for relevant information. • Certification of Grades <p>NOTE: More information about the dates will be provided at a later date through Moodle/KOI email.</p>
T126 2 Mar 2026	
Week 1 02 Mar	Week 1 of classes for T126

2.5 Teaching Methods/Strategies

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

- *Lectures* (1 hour/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 Assignment 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.

2.6 Student Assignment

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

Assignment Type	When Assessed	Weighting	Learning Outcomes Assessed
Assignment 1 Formative Assignment – Moodle Quiz	Week 4	0%	a, b
Assignment 2 Synopsis of Topics (1500 word)	Week 5	25%	a, b
Assignment 3 Group Report (2,500 words)	Week 9	25%	a, b, c, d
Assignment 4: Group Presentation	Weeks 10 - 11	15%	c, d
Assignment 5: Individual Reflection Report (2000 words)	Week 11	35%	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.

2.7 Prescribed and Recommended Readings

Provided below, in formal reference format, is a list of the prescribed and recommended readings.

Prescribed Text and Recommended Text:

Archee, R. and Gurney, M., 2024. *Communicating as professionals*. 4th ed. Cengage AU.

Verderber, K.S., Sellnow, D. & Verderber, R.F. 2024, *Communicate!*, 16th ed, South Melbourne, Vic.:Cengage

Recommended Readings and Supplementary Books:

Dwyer, J., & Hopwood, N. 2020. *The business communication handbook*. 11th South Melbourne, Vic.:Cengage Learning.

Eunson, B. 2016, C21: *Communicating in the 21st century*, 4th ed, Milton, Qld: John Wiley and Sons Australia, Ltd.

Journal articles:

Kirti & Saini, RR 2022, 'Bridging the Employability Skills Gap: A Review', *IUP Journal of Soft Skills*, vol. 16, no. 3, pp. 43–50

<https://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=160011079&site=ehost-live>

Bačić, T 2022, 'Overcoming the language barrier', *Railway Gazette International*, vol. 178, no. 9, pp. 70–72,

<https://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=158896016&site=ehost-live>

'Strengthen your written communication' 2022, *Administrative Professional Today*, vol. 48, no. 11, p. 5,

<https://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=159511465&site=ehost-live>

POP, A-M & SIM, M-A 2022, 'Cross-Cultural Communication in Multinational Companies', *Annals of the University of Oradea, Economic Science Series*, vol. 31, no. 1, pp. 324–332

<https://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=158718744&site=ehost-live>

Kitani, K., 2020. How Employers Can Combat COVID-19 Communication Fatigue: Businesses and employees are adapting to change faster than they ever thought possible. *HCM Sales, Marketing & Alliance Excellence Essentials*, pp. 24–26. Available at:

<https://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=145332974&site=ehost-live>.

Sanchez, PJ, Segarra, OM & Peiro, SA 2022, 'Identifying different sustainable practices to help companies to contribute to the sustainable development: Holistic sustainability, sustainable business and operations models', *Corporate Social Responsibility & Environmental Management*, vol. 29, no. 4, pp. 904–917

<https://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=157908262&site=ehost-live>

Rauf, F. H. A. *et al.*, 2020. Leadership and Communication Skills towards Emotional Intelligence: A Case of a Malaysian Private University. *Global Business & Management Research*, 12(4), pp. 647–654.

Available at: <https://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=147933839&site=ehost-live>.

Biswas, SR, Uddin, MA, Bhattacharjee, S, Dey, M & Rana, T 2022, 'Ecocentric leadership and voluntary environmental behavior for promoting sustainability strategy: *The role of psychological green climate*', *Business Strategy & the Environment* (John Wiley & Sons, Inc), vol. 31, no. 4, pp. 1705–1718

<https://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=156784731&site=ehost-live>

Farrington, J 2023, 'Don't Ignore These Two Important Leadership Communication Tools: To be heard, use your EARS', *Leadership Excellence*, vol. 40, no. 7, pp. 22–24, viewed 30 July 2023,

<https://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=164807325&site=ehost-live>

Smith, W. and Stone, R., 2020. Improving Students' Sentence-level Writing Skills in a Large Undergraduate Business Management Course. *Business Education Innovation Journal*, 12(1), pp. 38–48.

Available at: <https://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=146384508&site=ehost-live>.

Tipmontree, S. and Tasanameelarp, A., 2020. Using Role Playing Activities to Improve Thai Efl Students' Oral English Communication Skills. *International Journal of Business & Society*, 21(3), pp. 1215–1225.

Available at: <https://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=147590943&site=ehost-live>

Students are encouraged to read peer reviewed journal articles and conference papers. Google Scholar provides a simple way to broadly search for scholarly literature. From one place, you can search across many disciplines and sources: articles, theses, books, abstracts and court opinions, from academic publishers, professional societies, online repositories, universities and other web sites.

Useful Websites:

The following websites are useful sources covering a range of information useful for this subject. However, most are not considered to be sources of Academic Peer Reviewed theory and research. If your Assignments require **academic peer reviewed journal articles** as sources, you need to access such sources using the Library database, Ebscohost, or Google Scholar. Please ask in the Library if you are unsure how to access Ebscohost. Instructions can also be found in Moodle.

Academic Writing:

- Language and Learning Online - Monash University <http://www.monash.edu.au/lis/lionline/index.xml>
- Online Writing Lab – Purdue University <https://owl.english.purdue.edu/owl/>
- Study Skills – Charles Darwin University <http://learnline.cdu.edu.au/studyskills/index.html>
- Uni Learning - The UniLearning website was developed through a National Teaching Development Grant provided by the Committee for University Teaching and Staff Development
<https://www.uow.edu.au/student/learning-co-op/>

Presentations:

- International Association of Science and Technology for Development – PowerPoint presentation on making a presentation – with good and bad examples
<https://www.iasted.org/conferences/formatting/presentations-tips.ppt>
- Speaking about Presenting – useful presentation and PowerPoint tips from a New Zealand based presentation consultant <http://www.speakingaboutpresenting.com/>
- The World Best PowerPoint Presentation – the Best Presentation Award in Slideshare from 2008, 2009 and 2010 <http://www.bestpresentation.net/best-powerpoint-presentation>