Tasmanian School of Business & Economics (TSBE) (School)

College of Business and Economics (College)

BMA116
COMMUNICATION FOR BUSINESS PROFESSIONALS

12.50 Credit points

Semester 1, 2019

Unit Outline

Unit Coordinator
Dr Oskaras Vorobjovas-Pinta
CONTACT DETAILS

Unit coordinator

Unit coordinator: Dr Oskaras Vorobjovas-Pinta
Campus: Sandy Bay
Email: Oskaras.Pinta@utas.edu.au
Phone: 03 6226 5578
Room location and number: Room 152, TSBE Annex, Mathematics Building
Consultation hours: By appointment
# CONTENTS

## WHAT IS THE UNIT ABOUT?
- **Unit Description** 2
- **Intended Learning Outcomes** 2
- **Graduate Quality Statement** 3
- **Alterations to the Unit as a Result of Student Feedback** 3
- **Prior Knowledge &/or Skills** 3

## HOW WILL I BE ASSESSED?
- **Assessment Schedule** 4
- **Assessment Details** 4
- **How your Final Result is Determined** 12
- **Submission of Assignments** 12
- **Academic Referencing** 14
- **Academic Misconduct** 15

## WHAT LEARNING OPPORTUNITIES ARE THERE?
- **MyLO** 16
- **Resources** 16
- **Activities** 17
- **Communication** 20
- **Concerns and Complaints** 20
- **Further Information and Assistance** 21
- **Unit Schedule** 22

## ACCREDITATION
- **AACSB Accreditation** 23
WHAT IS THE UNIT ABOUT?

Unit description

This unit takes a practical and interactive approach to understanding the role of communication in modern-day business. A broad range of communication concepts, theories and strategies, important in the development of effective self-management and workplace skills, are covered at an introductory level.

Intended Learning Outcomes

On completion of this unit, you will be able to:

1. Develop a range of communication skills and strategies that can be applied personally and in group situations.
2. Apply basic communication theory and concepts.
3. Apply communication theory and concepts to improve the processes and practices of individuals and organisations.
Graduate Quality Statement

Successful completion of this unit supports your development of course learning outcomes, which describe what a graduate of a course knows, understands and is able to do. Course learning outcomes are available from the Course Coordinator. Course learning outcomes are developed with reference to national discipline standards, Australian Qualifications Framework (AQF), any professional accreditation requirements and the University of Tasmania’s Graduate Statement.

The University of Tasmania experience unlocks the potential of individuals. Our graduates are equipped and inspired to shape and respond to the opportunities and challenges of the future as accomplished communicators, highly regarded professionals and culturally competent citizens in local, national, and global society. University of Tasmania graduates acquire subject and multidisciplinary knowledge and skills, and develop critical and creative literacies and numeracies and skills of inquiry. They demonstrate the ability to apply this knowledge in changing circumstances. Our graduates recognise and critically evaluate issues of social responsibility, ethical conduct and sustainability, are entrepreneurial and creative, and are mindful of their own wellbeing and that of the community. Through respect for diversity and by working in collaborative ways, our graduates reflect the values of the University of Tasmania.

Alterations to the unit as a result of student feedback

None.

Prior knowledge &/or skills

None.
## HOW WILL I BE ASSESSED?

### Assessment schedule

<table>
<thead>
<tr>
<th>Assessment task</th>
<th>Date due</th>
<th>Percent weighting</th>
<th>Links to Intended Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assessment Task 1:</strong> Workshop Preparation and Discussion</td>
<td>Weeks 2-12 (ongoing)</td>
<td>20%</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>(On-campus and Online in MyLO for Distance students)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Assessment Task 2:</strong> Individual Reflection</td>
<td>Thursday, 28 March at 2pm (Week 5)</td>
<td>15%</td>
<td>LO1, LO2</td>
</tr>
<tr>
<td><strong>Assessment Task 3:</strong> Analytical Report (Group Assignment)</td>
<td>Thursday, 2 May at 2pm (Week 9)</td>
<td>30%</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td><strong>Assessment Task 4:</strong> Employment Application</td>
<td>Thursday, 30 May at 2pm (Week 13)</td>
<td>35%</td>
<td>LO1, LO3</td>
</tr>
</tbody>
</table>

### Assessment details

**Assessment task 1: Workshop Preparation and Discussion**

**Task description**

For this assessment item, you will be assessed on:

Your **preparation** for group discussion and activities;

**AND**

Your willingness and ability to engage in, and contribute to group **discussion**, either via the on-campus workshops or via MyLO Discussion board (for Distance students).

The Preparation component of this assessment will be graded by the Unit Coordinator, who will check that each week you have completed the following (before attending your nominated workshop):

1. Read the prescribed text chapter
2. Watched the mini-lecture/s
3. Completed the self-study quiz*
Note: The self-study quizzes are completed in MyLO. Please note the quiz link will not become visible until you have watched the mini-lecture/s contained in the week’s folder.

The weekly self-study quiz will test your knowledge and understanding of the content from the mini-lecture/s. They contain multiple-choice questions that you must answer correctly (i.e. score 100%) before you can move onto the next week’s content in MyLO. You must re-attempt the quiz until you have answered all questions correctly, i.e. until you receive 100%.

The quiz will close for attempts at 11.59pm on the Sunday of each week.

To pass this component of the assessment, you must complete the self-study quiz autonomously and before you attend your nominated workshop for that week.

The Discussion component of this assessment will be graded by your Tutor, who will give you a weekly score out of 3 according to:

1. Whether you have arrived at the workshop on time, and are prepared to contribute your ideas and engage in activities
2. Your willingness and ability to engage in workshop activities
3. Your willingness and ability to contribute valid and relevant ideas to group Discussions

Distance students are expected to engage in Discussion via Web Conferences and the online Distance Discussion board in MyLO. The Distance tutor will give your weekly discussion post a score out of 3 according to:

1. Whether you have replied to the Discussion post in a timely manner (i.e. before 11.59pm of the Sunday of that week).
2. Your willingness and ability to provide a clear and original answer.
3. Your willingness and ability to contribute valid and relevant ideas.

IMPORTANT INFORMATION ABOUT THIS ASSESSMENT AND FEEDBACK
The Learning Hub in MyLO (which contains the links to the mini-lecture and quizzes for each topic) will be available in advance (i.e. the week before) to allow students who attend workshops on a Monday to have time to complete their preparation.

Your tutor will monitor and keep record of your workshop attendance and Discussion (or weekly online Discussion board posts if you are a Distance student). This information will assist the Unit Coordinator in determining your overall grade for this assessment item.

Around Week 6 of the Semester, you will receive feedback regarding the Discussion component of this assessment via your tutor releasing your weekly Discussion scores via the Grades section of MyLO.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Use knowledge of communication theory to recognise its relevance to organisational and individual success.</td>
<td>2 and 3</td>
</tr>
<tr>
<td>2</td>
<td>Draw upon and apply communication theory and concepts when discussing real life experiences and examples.</td>
<td>1, 2 and 3</td>
</tr>
<tr>
<td>3</td>
<td>Present information in an oral format, with consideration given to nonverbal communication and audience factors.</td>
<td>1, 2 and 3</td>
</tr>
</tbody>
</table>

**Task length**
Not applicable

**Value**
20%

**Due by date**
Weeks 2-12 (ongoing)

**Assessment task 2: Individual Reflection**

**Task description**
When you work in groups to complete the Analytical Report (Assessment Item 3) you will be required to use your communication skills (particularly interpersonal and intercultural) and demonstrate your knowledge of group communication processes.

For this assessment item, you are required to record a two-minute video reflection based on your communication skills (i.e. your main strengths and weaknesses as they are currently), and
how you feel your current communication skills are shaping your perceptions of the group assignment.

Your video must use a three-part presentation structure, discussed in the BMA116 Study Guide and Chapter 11 of the prescribed text. Because this is a reflection, focus on answering why and how questions, rather than merely describing your skills (i.e. what they are). For example, your video reflection should explain why you think you are strong in some areas of communication and weaker in others. How do these strengths and weaknesses shape your perceptions/feelings towards the group assignment? Why do you think this is the case?

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Critically reflect on individual communication skills</td>
<td>1 and 2</td>
</tr>
<tr>
<td>2</td>
<td>Critically reflect on how individual skills are shaping perceptions of group assignment</td>
<td>1 and 2</td>
</tr>
<tr>
<td>3</td>
<td>Present reflection in an oral format, with consideration given to nonverbal communication (NVC)</td>
<td>1 and 2</td>
</tr>
</tbody>
</table>

**Task length**

Two-minute video

**Note:** Your video must be submitted in a standard video file format (e.g. mp4, mov, wmv, avi), and be no more than 50MB in file size. If your video file is not one of these standard types, then you are responsible for converting it and ensuring it does not exceed the maximum file size. A free website such as Handbrake can assist you to rip and convert video files.

Videos that cannot be opened, exceed the file size, or are more than 2 minutes in length may not be assessed and therefore you may receive a score of zero/NN grade for this assessment.

**Value**

15%

**Due by date**

Thursday, 28 March 2019 at 2 pm (Week 5)

**Assessment task 3: Analytical Report (Group Assignment)**

**Task description**

For this assessment item, students will work together in groups of four members, and together complete the following tasks:

1. Analyse an organisational case study (see MyLO for case)
2. Produce an analytical report outlining the groups’ analysis findings and recommendations for improvement; and
3. Reproduce the written communication samples, demonstrating the application of theory and knowledge of best practice.

Each group must also prepare documentation that clearly shows the contribution of each group member and their role in the project. This is a collaborative piece of work and thus all students are expected to contribute and adhere to the deadlines they agree to.

Group process documentation will be used to assess if any group members have not contributed equally. The Unit Coordinator reserves the right to allocate unequal marks to students who have not satisfied the group communication aspect of this assessment, or, where there is substantial variation in the contribution of group members. Failure of the group communication requirement may result a score of zero/NN grade for this assessment.

The following Group Process documents are evidence of each group member’s contribution and role in the project:
1. A Team Contract, submitted to the assignment drop box by the Friday of Week 6;
2. Minutes of each team meeting, submitted to the assignment drop box by the Friday of Week 7, 8 and the Thursday of Week 9;
3. A Peer Feedback Worksheet completed by each team member and placed in the Appendices of your Report; and
4. A Final Group evaluation, completed by the group as a whole and placed in the Appendices of your Report.

IMPORTANT INFORMATION REGARDING THIS ASSESSMENT

Groups will be allocated by your tutor during Week 5 of the semester.

Students must attend their nominated workshop to be allocated a group. Distance students will be notified of groups via the Distance Discussions board in MyLO.

Groups are required to have a minimum of three (3) meetings (virtual or face-to-face), in which all group members attend. The purpose of these meetings is for groups to plan, allocate tasks and for individual members to give and receive feedback on their contribution to the final report. These meetings should be scheduled from Week 6 onwards; and minutes of these meetings must be submitted to the Group Assignment.
Submission Folder over the course of this period (as per the dot points listed above).

A minimum of five academic sources must be used as references in your Report. These sources will demonstrate how you have used relevant theory to identify the issues and problems evident in the case study.

More detailed guidelines for this assessment item (including a prescribed structure for your report) are outlined in the BMA116 Study Guide.

**Note:** Each group will submit just one copy of their Report. A group Assignment Submission Folder will be set up in MyLO to facilitate this.

Chapter 5 of the prescribed text provides some information and tips about how to communicate across cultures and operate successfully in a group.

We expect individuals to apply their interpersonal skills and knowledge and attempt to resolve any problems or conflict in their groups. If you have made this attempt and are still experiencing a major issue, please speak with your tutor, who will then discuss the matter with the Unit Coordinator.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Analyse an organisational case study and make recommendations informed by theory, evidence and best practice</td>
<td>1, 2 and 3</td>
</tr>
<tr>
<td>2</td>
<td>Demonstrate knowledge of communication theory and recognise its relevance to organisational and individual success</td>
<td>2 and 3</td>
</tr>
<tr>
<td>3</td>
<td>Communicate using professional language and appropriate formats, with consideration given to context and audience factors</td>
<td>1 and 3</td>
</tr>
<tr>
<td>4</td>
<td>Work in a team and manage group processes</td>
<td>1 and 3</td>
</tr>
</tbody>
</table>

**Task length**

Analytical Report: 2000 words (+/- 10%)

**Note:** this word limit does not include your report’s Title Page, Table of Contents, Executive Summary, Reference List and Appendices.

| Value     | 30% |
Due by date | Thursday, 2 May 2019 at 2pm (Week 9)

Assessment task 4: Employment Application

For this assessment item you are required to prepare an Employment Application for either one of the sample positions outlined in the Study Guide, OR a vacant position that is relevant to the career you intend to pursue. If you opt for a position of your choosing, you must have this approved by your tutor, and then submit a copy of the position description with your assignment.

Although there are various styles and templates used to create an effective Employment Application/resume, your assignment must conform to the specific format and guidelines outlined in the BMA116 Study Guide.

Your assignment must contain the following written components, each starting on a new page but contained within the one document:

1. Cover/application letter
2. Resume/curriculum vitae, as per the BMA116 Study Guide
3. Statement addressing one (1) selection criterion, which is based on communication skills

You are also required to record a one-minute video of yourself, in which you are to assume you are being interviewed for the position you are applying for, and you have been asked the following:

Tell us a little bit about yourself and why you have applied for this position?

IMPORTANT INFORMATION ABOUT THIS ASSESSMENT:

Your video must be submitted in a standard video file format (e.g. mp4, mov, wmv, avi), and be no more than 50MB in file size. If your video file is not one of these standard types, then you are responsible for converting it and ensuring it does not exceed the maximum file size. A free website such as Handbrake can assist you to rip and convert video files.

Videos that cannot be opened, exceed the file size, or are more than 1 minute in length may not be assessed and therefore you
may receive a score of zero/NN grade for this part of the assessment.

As there is no invigilated examination in this unit, Assessment Item 4 is the capstone and final piece of assessment. For this reason, your Grade/Score for this assessment item will not be released until after the official Semester 2 results release date (Wednesday, 10 July 2019).

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Produce a 2-4 page Résumé</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Prepare a one page employment application Cover Letter</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>Prepare a written Selection Criteria Response, addressing one communication based selection criterion</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>Deliver a 1 minute oral presentation, demonstrating consideration of situation and audience</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>Written communication documents contain Australian workplace language and are in prescribed format</td>
<td>1</td>
</tr>
</tbody>
</table>

**Task length**

- Cover/application letter: no more than one (1) page
- Resume: no more than three (3) pages
- Selection criteria response: 500 words (+/-10%)
- Video: One minute (+/-10%) in duration; no more than 50MB in file size

<table>
<thead>
<tr>
<th>Value</th>
<th>35%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Due by date</strong></td>
<td>Thursday, 30 May 2019 at 2pm (Week 13)</td>
</tr>
</tbody>
</table>
How your final result is determined

To pass this unit, you need to demonstrate your attainment of each of the Intended Learning Outcomes.

Your grade will be determined in the following way:

Your overall mark in this unit will be determined by combining your results from each assessment task. These marks are combined to reflect the percentage weighting of each task. You need to achieve an overall score of at least 50% to successfully complete this unit. It is expected that you will seek help (from the unit coordinator in the first instance), well before the due date, if you are unclear about the requirements for an assessment task.

- PP (pass) at least 50% of the overall mark but less than 60%
- CR (credit) at least 60% of the overall mark but less than 70%
- DN (distinction) at least 70% of the overall mark but less than 80%
- HD (high distinction) at least 80% of the overall mark

All grades are provisional, until confirmation by the Assessment Board at the end of semester.

Submission of assignments

The act of submitting your assignment will be taken as certification that it is your own work.

Assignments must be submitted electronically through the relevant assignment tab in MyLO. You must ensure that your name, student ID, unit code, tutorial time and tutor’s name (if applicable) are clearly marked on the first page. If this information is missing, the assignment will not be accepted and, therefore, will not be marked.

Where relevant, Unit Coordinators may also request you to submit a paper version of your assignment. You will be advised by the Unit Coordinator of the appropriate process relevant to your campus.

Please remember that you are responsible for lodging your assessment items on or before the due date and time. We suggest you keep a copy. Even in a perfect system, items sometimes go astray.

Requests for extensions

In this Policy:
1. (a) ‘day’ or ‘days’ includes all calendar days, including weekends and public holidays; 
(b) ‘late’ means after the due date and time; and 
(c) ‘assessment items’ includes all internal non-examination based forms of 
assessment

2. This Policy applies to all students enrolled in TSBE Units at whatever Campus or 
geographical location.

3. Students are expected to submit assessment items on or before the due date and 
time specified in the relevant Unit Outline. The onus is on the student to prove the 
date and time of submission.

4. Students who have a medical condition or special circumstances may apply for an 
extension. Requests for extensions should, where possible, be made in writing to the 
Unit Coordinator on or before the due date. Students will need to provide 
independent supporting documentation to substantiate their claims.

Penalties

Late submission of assessment items will incur a penalty of 10% of the total marks 
possible for that piece of assessment for each day the assessment item is late unless an 
extension had been granted on or before the relevant due date.

Assessment items submitted more than five (5) days late will not be accepted.

Academic staff do NOT have the discretion to waive a late penalty, subject to clause 4 
above.

Review of results and appeals

Review of Assessment is available to all students once the University has released the 
final result for a unit. If you are dissatisfied with your final result, you may apply to 
have it reviewed.

Review of Assessment consists of re-marking the final exam (where applicable), 
checking the addition of all marks, and a check to ensure that all marks have been 
included in the final result.

Applications for a review of assessment are due within 10 working days of the release 
of the final result in the unit. When applying for a review, you must pay a $50 fee.

If you wish to have a piece of internal assessment reviewed as part of the review 
process, please state this clearly on the application form referred to above and include 
that assessment item with your application.

Please read and follow the directions provided by the University at:
Before starting your assignments, you are advised to familiarise yourself with the following electronic resources.

The first is the Harvard Referencing System Style Guide, which can be accessed from the UTAS library: http://utas.libguides.com/content.php?pid=27520&sid=199808. The Harvard style is the appropriate referencing style for this unit and the guide provides information on presentation of assignments, including referencing styles. In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others and maintain academic integrity.

Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence.

The second is the Tasmanian School of Business and Economics’ Writing Assignments: A Guide, which can be accessed at: http://www.utas.edu.au/business-and-economics/student-resources. This guide provides you with useful information about the structure and style of assignments in the TSBE.

In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others, and how to maintain academic integrity.

The University library provides information on presentation of assignments, including referencing styles and should be referred to when completing tasks in this unit.
Please read the following statement on plagiarism. Should you require clarification please see your unit coordinator or lecturer.

**Plagiarism**

Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own; for example, using an author's words without putting them in quotation marks and citing the source, using an author's ideas without proper acknowledgment and citation, copying another student's work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines. You may also find the Academic Honesty site on MyLO of assistance.

The intentional copying of someone else’s work as one’s own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University.

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author’s permission is required before a work within the database can be viewed.

For further information on this statement and general referencing guidelines, see the Plagiarism and Academic Integrity page on the University web site or the Academic Honesty site on MyLO.

**Academic misconduct**

Academic misconduct includes cheating, plagiarism, allowing another student to copy work for an assignment or an examination, and any other conduct by which a student:

a. seeks to gain, for themselves or for any other person, any academic advantage or advancement to which they or that other person are not entitled; or

b. improperly disadvantages any other student.

Students engaging in any form of academic misconduct may be dealt with under the Ordinance of Student Discipline, and this can include imposition of penalties that range from a deduction/cancellation of marks to exclusion from a unit or the University. Details of penalties that can be imposed are available in Ordinance 9: Student Discipline – Part 3 Academic Misconduct.
WHAT LEARNING OPPORTUNITIES ARE THERE?

MyLO

MyLO is the online learning environment at the University of Tasmania. This is the system that will host the online learning materials and activities for this unit.

Getting help with MyLO

It is important that you are able to access and use MyLO as part of your study in this unit. To find out more about the features and functions of MyLO, and to practice using them, visit the Getting Started in MyLO unit.

For access to information about MyLO and a range of step-by-step guides in pdf, word and video format, visit the MyLO Student Support page on the University website.

If something is not working as it should, contact the Service Desk (Service.Desk@utas.edu.au, phone 6226 1818), or Request IT Help Online.

Resources

Required readings


BMA116 Semester 1 2019 Study Guide:

In addition to the textbook listed above, BMA116 has a customised study guide, which you can purchase from the Co-Op Bookshop, or download from MyLO (only if you are a Distance student).

Recommended readings

Beebe, SA & Mottet, TP 2010, Business and professional communication: principles and skills for leadership, Pearson Education Inc, Boston.


Dwyer, J 2013, Communication for business and the professions: strategies and skills, 5th edn, Pearson Education Australia, Frenchs Forest.


**Other Required Resources**

- *Business Communication Quarterly*
- *Journal of Business Communication*
- *Management Communication Quarterly*
- *Journal of Applied Communication Research*

**Activities**

**Learning expectations**

The University is committed to high standards of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers.

**Students are expected to participate actively and positively in the teaching/learning environment.** They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

**Details of teaching arrangements for on-campus students**

**Week 1 Lecture Arrangements**

On-campus students will attend a one-hour face-to-face lecture. To find out when and where this lecture is, please check your UTAS student timetable. PowerPoint slides for this lecture will be available in the MyLO Learning Hub, Week 1 folder.

Distance students will have access to a pre-recorded version of the Week 1 lecture. Please access this via the MyLO Learning Hub, Week 1 folder. PowerPoint slides for this lecture will be available in the MyLO Learning Hub, Week 1 folder. This lecture will be available during Week 1.
**Weeks 2 – 13 Lecture & Self-Study Quiz Arrangements**

From Week 2 onwards, students will NOT attend a face-to-face lecture. Instead, you will have access to a series of pre-recorded mini-lectures, available in the Learning Hub folders/Content section of MyLO. Note: These online mini-lectures do not have corresponding PowerPoint slides as they were recorded in a studio. However, because these mini-lectures are YouTube videos, you can pause, rewind and replay the videos at any time. You can also download a transcript (i.e. written text of what the presenter says) using the Transcript option in YouTube.

Before watching the mini-lecture/s each week, you should read the prescribed chapter for that topic. All students must to watch the mini-lectures as they contain introductory content for the weekly workshops and are an important tool for self-directed learning.

In addition to watching the mini-lectures, students must complete a short self-study quiz in MyLO. Please note the quiz links will not become visible until you have watched the mini-lecture/s for that week. Each week’s self-study quiz will test your knowledge and understanding of the content from the mini-lecture/s. They contain multiple-choice questions that you must answer correctly before you can move onto the next week’s content in MyLO. You must re-attempt the quiz until you have answered all (i.e. 100% of the) questions correctly.

**Workshops**

Each week, on-campus students must attend a face-to-face workshop (commencing in Week 2). Workshops are two-hours in length, and are based around the learning activities contained in the BMA116 Study Guide.

You must sign-up to your preferred workshop day/time via MyLO by the end of Week 1. Once you are enrolled in a workshop, you cannot switch to another workshop time. Please note, some workshops fill quickly, so we encourage you to sign-up as soon as possible. Workshop Sign-up for On-campus students in Hobart and Launceston will open immediately after the Week 1 lecture. Please note that there might be only one workshop time available, as such, there will be no need to sign up. Please refer to MyLO for up-to-date announcements.

**Details of teaching arrangements for off-campus (distance) students**

Instead of attending an on-campus workshop, Distance students are expected to complete the following self-directed learning activities on a weekly basis:

1. Read the prescribed text chapter, and watch the mini-lecture/s for each week.

2. Complete the self-study quiz for that topic. Note: the quiz links will not be visible until you have watched the mini-lecture/s. The weekly self-study quiz will test your knowledge and understanding of the content from the mini-lecture/s. They contain multiple-choice questions that you must answer
correctly before you can move onto the next week’s content. You must re-attempt the quiz until you have answered all (i.e. 100% of the) questions correctly.

3. Discuss weekly topic/answer questions via the Distance Discussions board in MyLO (Note: other students and your tutor will read your posts on this Discussions board. They are compulsory and comprise part of Assessment Item 1). At the beginning of each week, the Distance tutor will post a question or task on the Distance Discussions board. You will have until the Sunday of that week to reply to this post with your thoughts/answer. You can access the Discussions board via the Communication tab in MyLO.

4. Complete the activities in the BMA116 Study Guide. Often the online discussions board posts will relate to an activity in the Study Guide for that week.

To facilitate synchronous, workshop-style learning, Distance students will also be expected to participate in online web-conferences. The times and dates for these web-conferences will be announced via the Distance Discussion board in MyLO, during Week 1 of the semester.

As stated above, Distance students will have access to a pre-recorded version of the Week 1 lecture. Please access this via the MyLO Learning Hub, Week 1 folder. PowerPoint slides for this lecture will be available in the MyLO Learning Hub, Week 1 folder. This lecture will be available during Week 1.

**Specific attendance/performance requirements**

In this unit, your active engagement will be monitored in the following way:

1. Accessing BMA116 MyLO content and completing the Student Agreement Quiz (see Begin Here folder of MyLO).

2. Participation in the workshop discussions (part of the Assessment Task 1).

If you do not demonstrate evidence of having engaged actively with this unit by completing these two activities by Week 4 of semester, your enrolment may be cancelled or you may be withdrawn from the unit.

These are some of the expectations we have of you as a student enrolled in this unit:

- Read this Unit Outline in full so you are fully aware of the learning resources, teaching arrangements, assessment and study schedule.
- Maintain consistent progress and engagement in this unit. This includes checking the BMA116 MyLO site at least twice a week for important announcements, and regularly checking the Workshop Discussions boards in MyLO.
• Before attending workshops/web conferences, listen to the mini-lecture/s, read the relevant prescribed text chapters, and complete the self-study quiz.
• During workshops and web conferences, actively engage in discussion and participate in group, and individual learning activities.
• Bring your Study Guide and prescribed text to each workshop.

Work Health and Safety (WHS)

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University’s Work Health and Safety website and policy.

Communication

TO KEEP UP WITH ANNOUNCEMENTS REGARDING THIS UNIT
Check the MyLO Announcement tool at least once every two days. The unit Announcement will appear when you first enter our unit’s MyLO site. Alternatively, click on the Announcement button (towards the top of the MyLO screen) at any time.

WHEN YOU HAVE A QUESTION
Other students may have the same question that you have. Please go to the Ask the Class Discussion forum on the unit’s MyLO site. Check the posts that are already there – someone may have answered your question already. Otherwise, add your question as a new topic. Students are encouraged to support each other using this forum – if you can answer someone’s question, please do. We will attempt to respond to questions within 48 business hours. If your question is related to a personal issue or your performance in the unit, please contact the appropriate teaching staff member by email instead.

WHEN YOU HAVE AN ISSUE THAT WILL IMPACT ON YOUR STUDIES OR THE SUBMISSION OF AN ASSESSMENT TASK
If you have a personal question related to your studies or your grades, please contact teaching staff by email.

For general questions about the unit, please add them to the Ask the Class Discussion forum on the unit’s MyLO site. This way, other students can also benefit from the answers.

Concerns and complaints

The University is committed to providing an environment in which any concerns and complaints will be treated seriously, impartially and resolved as quickly as possible. We are also committed to ensuring that a student may lodge a complaint without fear
of disadvantage. If you have a concern, information about who to contact for assistance is available on the ‘How to resolve a student complaint’ page.

Further information and assistance

If you are experiencing difficulties with your studies or assignments, have personal or life-planning issues, disability or illness which may affect your course of study, you are advised to raise these with the unit coordinator in the first instance.

There is a range of University-wide support services available to you including Student Learning Support, Student Advisers, Disability Services, and more which can be found on the Student Support and Development page of the University website.

Should you require assistance in accessing the Library, visit their website for more information.
<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE BEGINNING</th>
<th>TOPIC/ MODULE/ FOCUS AREA</th>
<th>READINGS</th>
<th>DUE DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>25 February</td>
<td>Introduction to the Unit Foundations of Communication</td>
<td>Chapter 1</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>4 March</td>
<td>Interpersonal Communication</td>
<td>Chapter 3</td>
<td>Assessment task 1 commences</td>
</tr>
<tr>
<td>3</td>
<td>11 March</td>
<td>Nonverbal Communication &amp; Fundamentals of Oral Communication</td>
<td>Chapter 4 and Chapter 11</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>18 March</td>
<td>Fundamentals of Written Communication</td>
<td>Chapter 2</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>25 March</td>
<td>Communicating Across Cultures and in Groups</td>
<td>Chapter 5</td>
<td>Assessment task 2 due</td>
</tr>
<tr>
<td>6</td>
<td>1 April</td>
<td>Internal Organisational Communication Writing Business Reports and Proposals</td>
<td>Chapter 8 &amp; Study Guide Week 6</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>8 April</td>
<td>External Organisational Communication</td>
<td>Chapter 9</td>
<td></td>
</tr>
<tr>
<td>8a</td>
<td>15 April</td>
<td>Electronic Communication</td>
<td>Chapter 10</td>
<td></td>
</tr>
</tbody>
</table>

**Mid-semester break 18 April to 24 April (inclusive)**

<table>
<thead>
<tr>
<th>9</th>
<th>29 April</th>
<th>Assertiveness &amp; Managing Workplace Stress</th>
<th>Chapter 3</th>
<th>Assessment task 3 due</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>6 May</td>
<td>Persuasion, Argumentation and Reasoning</td>
<td>Chapter 7</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>13 May</td>
<td>Employment Communication (Employment Application)</td>
<td>Conclusion Chapter Study Guide Week 11</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>20 May</td>
<td>Employment Communication (Interviewing)</td>
<td>Study Guide Week 11 Chapter 3 revisited</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>27 May</td>
<td>Social Media as a Networking and Communication Tool</td>
<td>MyLO additional readings</td>
<td>Assessment Item 4 Due</td>
</tr>
</tbody>
</table>

**Exam Period 8 – 25 June (inclusive)**
The Tasmanian School of Business and Economics (TSBE) is currently in the process of applying for business accreditation with the Association to Advance Collegiate Schools of Business (AACSB) – the lead program for accrediting business schools globally. AACSB seeks to connect educators, students, and business to achieve a common goal – to create the next generation of business leaders.

By joining AACSB and going through the accreditation process, TSBE is joining a global alliance committed to improve the quality of business education around the world, and to share the latest innovations in business education. Gaining Business Accreditation with AACSB is a multi-year process involving TSBE demonstrating our performance against the 15 accreditation standards.

Once complete, TSBE will join a select community of accredited business schools, with only 7% of all business schools globally having completed the AACSB process. This will further enhance the reputation of TSBE, and further enhance the global recognition of your qualifications. To find out more about AACSB click [here](http://aacsb.edu/).