BMA116
COMMUNICATION FOR BUSINESS PROFESSIONALS (HKUE)

Semester 2, 2018
Unit Outline

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CONTACT DETAILS

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Consultation: By appointment
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NOTICE

This Unit Outline refers to the Unit Outline Essential Information resource which includes information, policies and requirements relevant to this unit. You must read the Essential Information resource as it is considered part of this Unit Outline.

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. Knowledge of basic communication theory and concepts.
3. Ability to apply communication theory and concepts to improve the processes and practices of individuals and organisations.

Alterations to the unit as a result of student feedback

Based on previous student feedback, additional resources, such as videos, useful websites, articles from business professionals and help sheets, have also been included in MyLO to complement the mini-lectures and prescribed textbook readings.
## 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>1, 2, 3</td>
</tr>
<tr>
<td><strong>Assessment Task 2:</strong> Individual Reflection</td>
<td>Week 5</td>
<td>15%</td>
<td>1, 2</td>
</tr>
<tr>
<td><strong>Assessment Task 3:</strong> Analytical Report (Group Assignment)</td>
<td>Week 9</td>
<td>30%</td>
<td>1, 2, 3</td>
</tr>
<tr>
<td><strong>Assessment Task 4:</strong> Employment Application</td>
<td>Week 13</td>
<td>35%</td>
<td>1, 3</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 workshops.

The Preparation component of this assessment will be graded by the Lecturer, 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 (AEST) 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

**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.

The lecturer will monitor and keep a record of your workshop attendance and discussion. 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 lecturer releasing your weekly Discussion scores via the Grades section of MyLO.

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Measures Intended Learning Outcome:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criterion 1</td>
<td>Use knowledge of communication theory to recognise its relevance to organisational 2 and 3</td>
</tr>
</tbody>
</table>
and individual success.

Criterion 2
Draw upon and apply communication theory and concepts when discussing real life experiences and examples.

Criterion 3
Present information in an oral format, with consideration given to nonverbal communication and audience factors.

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</th>
<th>Measures Intended Learning Outcome:</th>
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<tbody>
<tr>
<td>Criterion 1</td>
<td>Critically reflect on individual communication skills 1 and 2</td>
</tr>
<tr>
<td>Criterion 2</td>
<td>Critically reflect on how individual skills are shaping perceptions of group assignment 1 and 2</td>
</tr>
<tr>
<td>Criterion 3</td>
<td>Present reflection in an oral format, with consideration given to nonverbal communication (NVC) 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, 16 August 2018 at 2 pm AEST (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 Lecturer 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 lecturer during Week 5 of the semester.

You must attend your nominated workshop to be allocated a group.

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

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Measures Intended Learning Outcome:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Criterion 1</strong></td>
<td>Analyse an organisational case study and make recommendations informed by theory, evidence and best practice</td>
</tr>
</tbody>
</table>
Criterion 2
Demonstrate knowledge of communication theory and recognise its relevance to organisational and individual success
2 and 3

Criterion 3
Communicate using professional language and appropriate formats, with consideration given to context and audience factors
1 and 3

Criterion 4
Work in a team and manage group processes
1 and 3

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, 20 September 2018 at 2pm AEST (Week 9)

Assessment task 4: Employment Application

Task description
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
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, 28 November 2018).

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Measures Intended Learning Outcome:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Criterion 1</strong></td>
<td>Produce a 2-4 page Résumé</td>
</tr>
<tr>
<td><strong>Criterion 2</strong></td>
<td>Prepare a one page employment application Cover Letter</td>
</tr>
<tr>
<td><strong>Criterion 3</strong></td>
<td>Prepare a written Selection Criteria Response, addressing one communication based selection criterion</td>
</tr>
<tr>
<td><strong>Criterion 4</strong></td>
<td>Deliver a 1 minute oral presentation, demonstrating consideration of situation and audience</td>
</tr>
<tr>
<td><strong>Criterion 5</strong></td>
<td>Written communication documents contain Australian workplace language and are in prescribed format</td>
</tr>
<tr>
<td><strong>Task length</strong></td>
<td>Cover/application letter: no more than one (1) page&lt;br&gt;Resume: no more than three (3) pages&lt;br&gt;Selection criteria response: 500 words (+/-10%)&lt;br&gt;Video: One minute (+/-10%) in duration; no more than 50MB in file size</td>
</tr>
</tbody>
</table>
WHAT LEARNING OPPORTUNITIES ARE THERE?

Resources

Required readings

You will need the following text:


In addition to the textbook listed above, BMA116 has a customised study guide, which you can download from MyLO.

Recommended readings


Other recommended resources

*Business Communication Quarterly*

*Journal of Business Communication*

*Management Communication Quarterly*
Details of teaching arrangements

**WEEK 1 LECTURE ARRANGEMENTS**

You will attend a one-hour face-to-face lecture. PowerPoint slides for this lecture will be available in the MyLO Learning Hub, Week 1 folder.

**WEEKS 2 – 13 LECTURE & SELF-STUDY QUIZ ARRANGEMENTS**

From Week 2 onwards, you 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. You 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, you 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, you 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 will open 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.

**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.
<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE BEGINNING</th>
<th>TOPIC/ MODULE/ FOCUS AREA</th>
<th>ACTIVITIES</th>
<th>RESOURCES/ READINGS/ FURTHER INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>16 July</td>
<td>Introduction to the Unit</td>
<td>Foundations of Communication</td>
<td>Chapter 1</td>
</tr>
<tr>
<td>2</td>
<td>23 July</td>
<td>Interpersonal Communication</td>
<td></td>
<td>Chapter 3 Assessment task 1 commences</td>
</tr>
<tr>
<td>3</td>
<td>30 July</td>
<td>Nonverbal Communication &amp;</td>
<td>Fundamentals of Oral Communication</td>
<td>Chapter 4 and Chapter 11</td>
</tr>
<tr>
<td>4</td>
<td>6 August</td>
<td>Fundamentals of Written Communication</td>
<td></td>
<td>Chapter 2</td>
</tr>
<tr>
<td>5</td>
<td>13 August</td>
<td>Communicating Across Cultures and in Groups</td>
<td></td>
<td>Chapter 5 Assessment task 2 due</td>
</tr>
<tr>
<td>6</td>
<td>20 August</td>
<td>Internal Organisational Communication</td>
<td>Writing Business Reports and Proposals</td>
<td>Chapter 8 &amp; Study Guide Week 6</td>
</tr>
<tr>
<td>7</td>
<td>27 August</td>
<td>External Organisational Communication</td>
<td></td>
<td>Chapter 9</td>
</tr>
</tbody>
</table>

Mid-semester break: Monday 3 – Friday 7 September 2018 (inclusive)

| 8    | 10 September   | Electronic Communication | | Chapter 10 |
| 9    | 17 September   | Assertiveness & Managing Workplace Stress | | Chapter 3 Assessment task 3 due |
| 10   | 24 September   | Persuasion, Argumentation and Reasoning | | Chapter 7 |
| 11   | 1 October      | Employment Communication (Employment Application) | | Conclusion Chapter Study Guide Week 11 |
| 12   | 8 October      | Employment Communication (Interviewing) | | Study Guide Week 11 Chapter 3 revisited |
| 13   | 15 October     | Social Media as a Networking and Communication Tool | | MyLO additional readings Assessment Item 4 Due |

ACCREDITATION

AACSB Accreditation
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](#).