



BUS100 Unit Outline

Unit Code and Title: BUS100 BUSINESS COMMUNICATION
Course(s): Bachelor of Business (Technology Management), Associate Degree in Business and Technology, Diploma of Business and Technology
Core Unit: Yes
Credit Points: 10 credit points
Study Period: Year One
AQF Level 7: One Quadmester
Study Load: Students should expect to spend approximately 130 hours on studying and completing assignments across the study period. This includes time spent attending scheduled weekly classes, Work Integrated Learning (WIL) activities (if any), undertaking private study, and preparing for assessments, and examinations.
Pre-Requisite: None
Mode(s) of Delivery: This unit will be delivered predominantly face-to-face and online via Learning Management System (Canvas)/Zoom with recordings available for later viewing. Where appropriate, assessments MUST be submitted to Turnitin for authentication checking

Unit Description:

This unit is an introduction to a range of concepts and skills required for the business world. Students will need to cover a range of current business issues that will provide the focal point for academic learning. This unit is considered a building block for students to develop academic and professional skills required during their study, that is, written and oral communication, analysis and evaluation as well as being able to collect information whilst at the same time develop teamwork skills, apply logical and critical thinking to any assessment task.

Prescribed Textbook:

Dwyer, J., 2020. Communication for Business and the Professions: Strategies and skills, 7th Ed. Pearson

Unit Learning Outcomes (ULOs): On successful completion of this unit, students will be able to:

[ULO1] Demonstrate writing proficiency in academic and business settings with awareness of cultural and language differences in communication.

[ULO2] Evaluate data and information from a variety of sources and perspectives through research integration and analysis.

[ULO3] Analyse and critically think through a point of view when discussing opportunities and challenges in the business world to inform judgement, make decisions and reach well-reasoned communication.
[ULO4] Effectively manage and plan a project whether as an individual or a team through collaboration and cooperation.
[ULO5] Understand oral presentation benefits and weaknesses to both formal and informal situations.
[ULO6] Apply effective interview techniques as well as being able to use listening skills.
[ULO7] Apply negotiation skills to reach solutions and agreements.

Assessment Requirements:

Assessment Type	Due	Weighting (% of total marks)
Assessment 1: Discussion Forum – On-Campus and Online	Week 1 to 8	10%
<p>Assessment 2: Individual Essay (Theory Application)</p> <p>The purpose of this assessment is to allow students the opportunity to demonstrate their understanding of the given topic content from week 1 to 4 by exploring several different channels and aspects of business communication theories and application from a range of sources. Students will submit online in Canvas a 1500-word essay related to applying the business communication theories discussed in the subject.</p>	Week	15%
<p>Assessment 3: Group Report with Presentation</p> <p>The purpose of this assessment is to allow students the opportunity to demonstrate their understanding of the topic content from 1 to 7 by proofreading and editing a text, critically analysing any beliefs or assumptions behind a prescribed journal or newspaper article text and presenting their findings.</p> <p>Presentations to address the key points of the group report must be approx. 15-20 minutes long in which all group members participate and occupy discrete roles.</p> <p>Groups of three or four must provide a 6000-word written report with an individual reflective summary report of 1500 words from each group member. Variations of plus or minus 10% of word limitation are acceptable.</p>	Week 8	25% (Report 20% plus presentation 5%)
Assessment 4: Final examination (Closed Book). The 3 hours invigilated examination is conducted in the week 10 following the week 9 of study break and exam revision	Week 10	50%

Note: It is your responsibility as a student to regularly check the academic policy documents available on the school website and unit materials available on the Learning Management System (LMS). ***Failure to do so could lead to students taking a risk of failing to maintain satisfactory progress in the unit and completing the course on time. *A breach of academic integrity could lead to the imposition of penalties.**