This sample unit outline is provided by CHC for prospective and current students to assist with unit selection.

Elements of this outline which may change with subsequent offerings of the unit include Content, Required Texts, Recommended Readings and details of the Assessment Tasks.

Students who are currently enrolled in this unit should obtain the outline for the relevant semester from the unit lecturer.
Unit Name: BS110  Business Communication

Nominal Duration: 14 weeks

Delivery Mode: Internal and External

Workload:
- Class contact (Internal mode) or Review of materials (External mode): 42 hours
- Reading and private study: 48 hours
- Assignment preparation: 50 hours
- TOTAL: 140 hours

Weight: 10 credit points

Unit Coordinator: Wendy Collins

Teaching Staff: Wendy Collins

Co / Prerequisite Units: Nil

Core / Elective:
- Diploma of Business: Core
- Associate Degree in Business: Core
- Bachelor of Business: Core

Rationale:
It has been estimated that managers spend in excess of 90% of their working time in communication activities; therefore, managers need a highly developed understanding of interpersonal and corporate communication skills in oral and written forms. This unit thus forms the foundation unit of students' studies in Business.

This unit is designed to provide understanding of the theory and practise of inter-personal communication skills, including: verbal and non-verbal behaviour, assertion, empathetic listening, interaction management, interpersonal communication and problem-solving.

There has been a very rapid development of low cost communications technology in the past decade. To assist aspiring business professionals with communication decision-making, this unit explores the different forms of communication within the business context.

Text Requirements:

Outcomes:
On completion of this unit, students will have provided evidence that they are able to:
1. Describe the communication process and utilise the elements of communication, their interrelated complexities and the difficulties of communication methods.
2. Critically evaluate interpersonal skills and their application in areas including interviewing, staff selection, conflict management, negotiating and public relations.
3. Assess various forms, styles and application of communication in social and business environments.
4. Evaluate and contextualise the new and emerging communication forms in the business environment.

Content:

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<tr>
<th>Week</th>
<th>Content</th>
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<tbody>
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<td>1</td>
<td>Introduction to Communication and Document Design</td>
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<td>2</td>
<td>Academic Writing: the Essay and the Role of Research and Planning</td>
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<td>3</td>
<td>Argument: Logic and Persuasion, Writing Business Letters &amp; Memos</td>
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<td>4</td>
<td>Writing Reports and Proposals, Online Writing</td>
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<td>5</td>
<td>Nonverbal Communication and Listening; Review letter writing example</td>
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<td>6</td>
<td>Interpersonal Skills</td>
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<td>7</td>
<td>Mid-semester exam</td>
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<td>8</td>
<td>Oral Communication; Leadership and communication</td>
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<td>9</td>
<td>Meetings and Job Interviews (Guest Lecturer)</td>
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<td>10</td>
<td>Communicating with Customers; Intercultural Communication</td>
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<td>11</td>
<td>Negotiation Skills and Conflict Management</td>
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<td>12</td>
<td>Organisation and Team Communication</td>
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### Assessment

**Assessment Task #1 – Essay** (Relates to Outcomes 1-3)
Each student is to prepare an essay using all of the skills obtained in the research and essay writing lectures.
- Weighting: 10%
- Length: 750-1000 words
- Due Date: Week 5

**Assessment Task #2 – Mid-Semester Concepts Exam** (Relates to Outcomes 1, 2)
This exam will cover the content covered in Weeks 1-6 of the unit and will assess student understanding of the basic concepts of communication.
- Weighting: 25%
- Length: 2 hours
- Due Date: Week 7

**Assessment Task #3 – Business Presentation** (Relates to Outcomes 1-4)
The study of Business Communication includes a wide variety of topics and concepts. This task will give students the opportunity to explore, in depth, a topic that has specific relevance to them, and will consist of both an oral presentation and a written report, as follows:

**Oral Presentation**
- Weighting: 10%
- Length: 20 minutes
- Due Date: Weeks 13-14

**Please note:**
1. External students are to submit a DVD or a Video of their oral presentation.
2. Both Internal and External students are to submit a PowerPoint presentation.

**Written Report**
- Weighting: 30%
- Length: 2000 words
- Due Date: Week 14

**Assessment Task #4 – Final Concepts Exam** (Relates to Outcomes 1-4)
This exam will cover the content covered in Weeks 8-14 of the unit and will assess student understanding of the basic concepts of communication.
- Weighting: 25%
- Length: 2 hours
- Due Date: Week 16 (Examination Week)

### Academic & General Resource Requirements


**Journals**
- *Business Communication Quarterly* [ISSN 1080-5699]
- *Journal of Business Communication* [ISSN 0021-9436]

### Unit Summary
This unit examines the business communications process. The unit aids in understanding of the issues, complexities and problems of business communication with a view towards creative problem-solving, effective communication, informed decision-making about communication options and the impact of new forms of communication technologies.