MGMT 7001
Business Communication

Course Description

The aim of this course is to provide students with the skills and knowledge of communication in the business environment. There is a strong focus on understanding the theory of communication in the business context and its application to effective business writing at a high level, persuasive and appropriate verbal and nonverbal communication, and interpersonal skills across teams and cultures. To achieve this, students undertake the role of a new graduate employee in the workplace and develop responses to a range of current and emerging business issues that they will encounter in the private and public sector.

Students will use the workplace case study to develop knowledge and high level skills in business writing, and will assemble a portfolio of key written business documents to demonstrate capability to prospective employees. This will include short reports, memorandums, business letters, action plans and formal long reports.

Effective interpersonal communication skills are basic tools for those employed in professional fields. The workshop format of the tutorials explores business communication theory, and develops the student's communication skills and knowledge in a supportive peer group environment through ideas exchange and argument, and team approaches to workshop activities and team leadership. There is a strong focus on self-development.

<table>
<thead>
<tr>
<th>Semester and Year</th>
<th>Semester 1, 2015</th>
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<tbody>
<tr>
<td>Mode of Delivery</td>
<td>CBE Bldg (26C) LT2 Tuesdays 11-1 + Tutorial</td>
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<tr>
<td>Course Convener</td>
<td>Karen Jansen</td>
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<td>Room 1053 PAP Moran Bldg (26B)</td>
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<td>Email:</td>
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</tbody>
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COURSE OVERVIEW

Course Learning Outcomes

Upon completion of the course, students are expected to be able to demonstrate a good understanding of:

1. effective business writing
2. effective business communications
3. research approaches and information collection
4. developing and delivering effective presentations
5. effective interpersonal communications
6. skills that maximise team effectiveness
7. good time management
8. effective problem solving

Research-Led Teaching

Research-led teaching will be demonstrated by building upon the broad and multidisciplinary base of the recommended text. Teaching will include providing access to supplementary research from relevant academic articles chosen against the weekly themes. Lectures and tutorials will present vocational problems that will be explored using a variety of theoretical approaches to foster critical thinking and applied learning.

The assessment tasks require both a sound understanding of theories and concepts, analysis of the key themes and subsequent synthesis of material. Submission of all assessment tasks is required to demonstrate both conceptual and vocational competence.

Continuous Improvement

We use feedback from students, professional bodies and staff to make regular improvements to the course. In response to this feedback, design improvements from the previous version of the course include:

- Incorporation of Crucial Conversations text and exercises to practice new skills for effective conversation that can positively impact students' personal and professional lives.
- Addition of team presentation to gain hands-on experience with a growing trend in the industry.

Student Feedback

All CBE courses are evaluated using Student Experience of Learning and Teaching (SELT) surveys, administered by Planning and Statistical Services at the ANU. These surveys are offered online, and students will be notified via email to their ANU address when surveys are available in each course. Feedback is used for course development so please take the time to respond thoughtfully. Course feedback is anonymous and provides the Colleges,
University Education Committee and Academic Board with opportunities to recognise excellent teaching and to improve courses across the university.


### COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Week</th>
<th>Summary of Activities</th>
<th>Required Reading</th>
<th>Assessment Due</th>
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</thead>
<tbody>
<tr>
<td>1: 17 Feb</td>
<td>Overview of Course and First Impressions</td>
<td>C21 Ch. 1</td>
<td></td>
</tr>
<tr>
<td>2: 24 Feb</td>
<td>Business Writing</td>
<td>C21 Ch. 2, 4</td>
<td>Reflection 1</td>
</tr>
<tr>
<td>3: 3 March</td>
<td>Oral Communication</td>
<td>C21 Ch. 11</td>
<td>Reflection 2</td>
</tr>
<tr>
<td>4: 10 March</td>
<td>Memos, Letters and Reports; Providing Feedback</td>
<td>C21 Ch. 3, 5</td>
<td>Reflection 3; Memo</td>
</tr>
<tr>
<td>5: 17 March</td>
<td>Teamwork Skills and Group Decision Making</td>
<td>C21 Ch. 9</td>
<td>Reflection 4; Memo Evaluation</td>
</tr>
<tr>
<td>6: 24 March</td>
<td>Verbal Persuasion</td>
<td>C21 Ch. 12; CC Ch. 7</td>
<td>Reflection 5; Endorsement</td>
</tr>
<tr>
<td>7: 31 March</td>
<td>Team Facilitation and Meetings * Project Teams Assigned</td>
<td>C21 Ch. 18, 19</td>
<td>Reflection 6; Persuasive Presentation; Endorsement Evaluation</td>
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<tr>
<td></td>
<td><strong>Term Break</strong></td>
<td></td>
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<tr>
<td>8: 21 April</td>
<td>Crucial Conversations and Delivering Bad News</td>
<td>CC Ch. 1-6</td>
<td>Reflection 7</td>
</tr>
<tr>
<td>9: 28 April</td>
<td>Nonverbal Communication and Effective Listening</td>
<td>C21 Ch. 8, 10; CC Ch. 8</td>
<td>Reflection 8; Bad News Letter</td>
</tr>
<tr>
<td>10: 5 May</td>
<td>Negotiation and Conflict</td>
<td>C21 Ch. 13, 14</td>
<td>Reflection 9; Bad News Letter Evaluation</td>
</tr>
<tr>
<td>11: 12 May</td>
<td>Organizational and Public Communication</td>
<td>C21 Ch. 16, 17</td>
<td>Reflection 10; Team Research Report (4 pm Tuesday)</td>
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<tr>
<td>12: 19 May</td>
<td>Ted Talks</td>
<td></td>
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<tr>
<td>13: 26 May</td>
<td>Final Presentations</td>
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<td>Team Presentation; Team Peer Evaluation</td>
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### COURSE ASSESSMENT

Students must complete all assessment items to achieve a pass in the course. Please note that details about assessment may change during the first two weeks of the semester. Please ensure that you check with your lecturer or tutor about any changes. Any changes to the assessment schedule will be posted to the Wattle site.

<table>
<thead>
<tr>
<th>Assessment item</th>
<th>Description and detail of assignment</th>
<th>Linked Learning Outcomes</th>
<th>Due Date</th>
<th>Weight (%)</th>
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</thead>
<tbody>
<tr>
<td>Assessment 1</td>
<td>Engagement and Reflection</td>
<td>LO1, LO5, LO6, LO7, LO8</td>
<td>4 pm Fridays; Weeks 2-11</td>
<td>20%</td>
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<tr>
<td>Assessment 2</td>
<td>Business Writing and Feedback</td>
<td>LO1, LO2, LO3, LO5, LO6, LO7, LO8</td>
<td>Throughout the semester (see below)</td>
<td>30%</td>
</tr>
<tr>
<td>Assessment 3</td>
<td>Team Project</td>
<td>LO2, LO5, LO6, LO7</td>
<td>Due 12 May</td>
<td>30%</td>
</tr>
<tr>
<td>Assessment item</td>
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<td>Weight (%)</td>
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<tr>
<td>Assessment 4</td>
<td>Individual Presentations</td>
<td>LO2, LO4, LO5, LO8, LO7</td>
<td>Week 7 and Week 13</td>
<td>20%</td>
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</table>

1. **Engagement and Reflection (Weight: 20%)**
   a. *Complete all assigned readings and engage in developmental activities.* A critical part of the skill building in this seminar will happen in class, in small group discussions, and in practice outside of class. To encourage you to experiment freely with the skills and techniques we will be learning, *you will not be graded on the outcomes of these activities.* Your grade will reflect your engagement and active participation in them.
   b. *Reflect on application, relevance, and development of each topic.* These reflections should not simply give a factual account of what you experienced in class, or even out of class, but more importantly an account of your thoughts and reactions to your experiences as informed by the readings, class discussions, and your own experience, as well as thoughtful analysis and consideration of the application of the principles, tools, and techniques we will be discussing. Toward that end, you will find it helpful to actually use these tools and techniques in your personal and professional activities as we progress through the course. At the end, your reflections will constitute a record of your own learning in the course. Each weekly reflection should use the following structure:

   **Reflections on learning from Week # ___ Topic ______________**
   - What did this week’s material teach you about effective business communication that is meaningful and important to you personally?
   - What application (if any) have you found outside of class for what you have learned? How have you practiced or applied it?
   c. **Reflections should be submitted via Wattle by 4 pm each Friday covering the topic from that week’s lecture** beginning in Week 2 and ending in Week 11 (i.e., 10 reflections). Each reflection should be between 150 and 300 words (double spaced and not to exceed one page). *Remember, you are writing to integrate your own learning as much as to satisfy my need for evidence of your learning and application.*

2. **Business Writing and Feedback (Weight: 30%)**
   There will be three writing assignments essential to business communications in which you will gain experience with writing, critiquing, and providing feedback.
   a. **Writing (20%):** Each assignment must be in the appropriate format, with 1 inch margins and 12-point Times New Roman font. Details of each assignment will be available on Wattle.
      - Memo (1 page, single-spaced) – 4%; **Due March 13 by 4 pm**
      - Endorsement Letter (1 page, single-spaced) – 6%; **Due 27 March by 4 pm**
      - Bad News Letter (1 page, single-spaced) – 10%; **Due 1 May by 4 pm**
   b. **Feedback (10%):** Part of this assessment includes providing feedback to three randomly assigned students’ business writing because the more you read and critique others’ writing, the better yours becomes.
      - Feedback on 3 Memos (2%) – **Due March 20 by 4 pm**
      - Feedback on 3 Endorsement Letters (4%) – **Due 3 April by 4 pm**
      - Feedback on 3 Bad News Letters (4%) – **Due 8 May by 4 pm**

3. **Team Project (Weight: 30%)**
The topic of the project will be assigned in Week 7. There are three team-level grades associated with this project:

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Due **Tuesday, 12 May by 4 pm**
b. **Peer Evaluation of Team Member Contribution and Engagement (5%)**
c. **Team Effectiveness (5%)** – based on evidence of team-level preparation, coordination, supportiveness, and cohesiveness in the final presentation

4. **Individual Presentations (Weight: 20%)**
   There will be two graded presentations over the course of the semester.
   a. **Persuasive Presentation (8%)** – presented in tutorial during Week 7; an individual presentation where you are asked to persuade the audience to invest in a product or service or otherwise support an organization that you are passionate about. Visual aids and handouts are optional.
   b. **Individually-rated Performance in Team Presentation (12%)** – a team presentation, reporting on the research report you wrote, during **Week 13**. Each team will present for a total of 15 minutes (including 2 minutes for Q&A). Presenters will be assessed individually, so team members should present for an equal amount of time. However, please note that there is also a team-level effectiveness grade associated with this presentation within the team project score. You are required to use appropriate visual and/or audio aids and audience handouts in your presentation. Each group must supply a copy of any visual aids and/or handouts to the tutor at the time of the presentation (you do not need to submit softcopies). The title page of your presentation deck must specify the names of your project team and individual team member names.

**Assignment Submission**
Assignments are to be word-processed. The use of strict, professional expression is expected. Assignments are submitted using the course Wattle site. Assignments submitted through Wattle no longer require cover sheets. Please keep a copy of the assignment for your records.

The ANU is using Turnitin to enhance student citation and referencing techniques, and to assess assignment submissions as a component of the University's approach to managing Academic Integrity. For additional information regarding Turnitin please visit [ANU Online](http://www.anu.edu.au/).

**Extensions and Penalties**
Where an assignment is submitted after the due date, students are penalised by five per cent of the possible marks available for the assessment task per working day or part thereof.

**Special consideration for assessments**
Students who are unable to submit their assignment by the due date may be eligible for an extension if supported by an application for Special Consideration. Information on special assessment consideration can be found at:


Special Consideration applications must be completed before the due date of the affected assessment, or no later than three working days after the due date of the affected assessment. The application must include all supporting documentation and include a copy of as much of the assignment as has been completed by the due time and date. Special consideration applications are only submitted online at special.consideration@anu.edu.au. You will be notified by the RSM office if an extension has been approved.
Returning Assignments
Assignments, once marked, will be returned in class. Following that, marked assignments can be collected from the RSM office.

Resubmission of Assignments
Written portfolio assignments may be revised based on feedback and resubmitted for review as a developmental activity to improve an individual’s portfolio. However, resubmitted work will not change the mark received.

Identify your Assignment with your Student Number only
When submitting your assignment please ensure that it contains your student number in the file name and on the first page. Please do not put your name anywhere in your assignment.

Use of Assignments as exemplars and grade moderation
An important resource for enhancing educational quality is a stock of student work which can be de-identified and used as exemplars for future students in ANU courses, and for grade moderation exercises for teaching staff. If you do not wish your assignment to be used for such purposes please include a note to that effect on the front page of the assignment.

Scaling
Your final mark for the course will be based on the raw marks allocated for each assignment or examination. However, your final mark may not be the same number as produced by that formula, as marks may be scaled. Any scaling applied will preserve the rank order of raw marks (i.e. if your raw mark exceeds that of another student, then your scaled mark will exceed or equal the scaled mark of that student), and may be either up or down.

Finalisation of Marks and Grades
After marking is concluded the lecturer will submit a report to the Committee of Examiners for the course recommending final marks and letter grades for each student. The Committee comprises, at a minimum, the Director of the Research School of Management, the lecturer, and at least one second examiner. The lecturer’s recommendations are based on the points accumulated by each student and judgments about individual student performance, guided by the ANU Policy on Coursework Assessment:

Referencing Requirements
The Harvard or Oxford referencing styles are to be used. Links to documentation on proper referencing methods are available on the course website or from the ANU Library website: http://anulib.anu.edu.au/lib_home.html

READING LISTS
Prescribed Texts


COMMUNICATION

Students are expected to check the Wattle site for announcements about this course, e.g. changes to timetables or notifications of cancellations. Notifications of emergency cancellations of lectures or tutorials may be sent via email and/or posted on the door of the relevant room.

More information about this course may be found on:
• Programs and Courses (http://programsandcourses.anu.edu.au/2014/Catalogue )
• the College of Business and Economics website (http://cbe.anu.edu/courses) and
• Wattle (https://wattle.anu.edu.au), the University’s online learning environment. Log on to Wattle using your student number and your ISIS password.

POLICIES

ANU has educational policies, procedures and guidelines, which are designed to ensure that staff and students are aware of the University’s academic standards, and implement them. You can find the University’s education policies and an explanatory glossary at: https://policies.anu.edu.au/ppl/index.htm .

Policy information on examinations and assessments can be found on the College of Business and Economics website at: http://cbe.anu.edu.au/students/student-information/examinations-assessment/

Students are expected to have read the Code of Practice for Student Academic Integrity before the commencement of their course. Key policies include:
• Student Assessment (Coursework)
• Student Surveys and Evaluations
• Assessment of Student Learning