MGMT2100  
Communication for Business

The primary aim of this course is to provide students with the skills and knowledge of communication in the business environment. These skills will contribute to professional graduate attributes and assist with the transition to, or back to, the workforce. There is a strong focus on the 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 non-verbal communication, and interpersonal skills across teams and cultures.

| Mode of Delivery | On campus  
| 1 x 2 hour lecture per week  
| 1 x 1 hour tutorial per week |

| Prerequisites | None |

| Incompatible Courses | MGMT1001 Business Communication Skills |

| Course Convenor: | Dr. Sarbari Bordia |

| Lecturers: | Dr. Sarbari Bordia |

| Phone: | 5 7338 |

| Email: | mgmt2100@anu.edu.au (preferred method of contact) |

| Office hours for student consultation: | To be advised by wattle before lecture 1. |

| Research Interests | Multilingualism and multiculturalism in the workplace, psychological contracts |

| Student administrator/s | RSM Student Office (Monday to Friday 9am to 5pm) |

| Phone: | 6125 6737 or 6125 9839 |

| Email: | Enquiries.rsm@anu.edu.au |

| Tutor(s) | Please check Wattle (wattle.anu.edu) |

More information about this course may be found on: [http://programsandcourses.anu.edu.au](http://programsandcourses.anu.edu.au)
COURSE OVERVIEW

Learning Outcomes
Upon successful completion of the requirements for this course, students will be able to:
1. Communicate successfully in the workplace, verbally and non-verbally;
2. Develop critical thinking and analytical skills;
3. Produce effective professional documents;
4. Successfully use negotiation skills in business settings;
5. Apply problem solving strategies to handle customer complaints and difficult situations; and
6. Successfully use persuasion strategies in leading others.

Proposed Assessment (Summary): Assessment for this course will be confirmed after consultation with students at the first lecture of the semester. If there are any changes to the assessment, those changes will be publicised on Wattle.

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Value</th>
<th>Due Date</th>
<th>Linked Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Job Application</td>
<td>10%</td>
<td>Week 6 Monday 4.00pm</td>
<td>LO1 &amp; LO3</td>
</tr>
<tr>
<td>2. Long Report</td>
<td>30%</td>
<td>Week 9 Monday 4.00pm</td>
<td>LO1, LO2, &amp; LO3</td>
</tr>
<tr>
<td>3. Case Analysis and Presentation</td>
<td>20%</td>
<td>Weeks 11 &amp; 12</td>
<td>LO1, LO2, LO5, &amp; LO6</td>
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<tr>
<td>4. In-class Tutorial Activities</td>
<td>10%</td>
<td>Throughout the semester</td>
<td>LO1, LO2, LO3, LO4, LO5, &amp; LO6</td>
</tr>
<tr>
<td>5. Final Exam</td>
<td>30%</td>
<td>N/A</td>
<td>LO1 &amp; LO2</td>
</tr>
</tbody>
</table>

Research-Led Teaching
This course allows students to develop communication skills experientially and to understand communication in useful research-based analytical frameworks. The course introduces students to the latest scholarly research on business communication, and illustrates ways in which evidence-based strategies can be developed to improve business communication.

Feedback
Staff Feedback
Students will be given feedback in the following forms in this course:
1. Written comments
2. Verbal comments
3. Feedback to the whole class
Student Feedback
ANU is committed to the demonstration of educational excellence and regularly seeks feedback from students. One of the key formal ways students have to provide feedback is through Student Experience of Learning Support (SELS) surveys. The feedback given in these surveys is anonymous and provides the Colleges, University Education Committee and Academic Board with opportunities to recognise excellent teaching, and opportunities for improvement.

For more information on student surveys at ANU and reports on the feedback provided on ANU courses, go to http://unistats.anu.edu.au/surveys/selt/students/ and http://unistats.anu.edu.au/surveys/selt/results/learning/

Tutorial and/or Seminar Registration
Tutorial and/or Seminar signup for this course will be done via the Wattle website. Detailed information about signup times will be provided on Wattle or during your first lecture. When tutorials are available for enrolment, follow these steps:

1. Log on to Wattle, and go to the course site.
2. Click on the link “Tutorial signup here”
3. On the right of the screen, click on the tab “Become Member of ……” for the tutorial class you wish to enter.
4. Confirm your choice

If you need to change your enrolment, you will be able to do so by clicking on the tab “Leave group…” and then re-enrol in another group. You will not be able to enrol in groups that have reached their maximum number. Please note that enrolment in ISIS must be finalised for you to have access to Wattle.

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: http://policies.anu.edu.au/

Students are expected to have read the Academic Misconduct Rules 2014 before the commencement of their course.
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/

Other key policies include:
- Student Assessment (Coursework)
- Student Surveys and Evaluations

Required Resources
Commonwealth supported students and domestic full-fee paying students generally must be able to complete the requirements of their program of study without the imposition of fees that are additional to the student contribution amount or tuition fees.
Provided that its payment is in accordance with the Act, a fee is of a kind that is into any one or more of the following categories:
(a) It is a charge for a good or service that is not essential to the course of study.
(b) It is a charge for an alternative form, or alternative forms, of access to a good or service that is an essential component of the course of study but is otherwise made readily available at no additional fee by the higher education provider.
(c) It is a charge for an essential good or service that the student has the choice of acquiring from a supplier other than the higher education provider and is for:
(i) equipment or items which become the physical property of the student and are not consumed during the course of study; or
(ii) food, transport and accommodation costs associated with the provision of field trips that form part of the course of study.
(d) It is a fine or a penalty provided it is imposed principally as a disincentive and not in order to raise revenue or cover administrative costs.

Prescribed Texts and Reference Materials

Prescribed Texts

Selected readings will be provided in tutorials and on Wattle.

COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Required student preparation (readings for lectures)</th>
<th>Assignment Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td><strong>NOTE: A lecture will be held in Week 1.</strong> Critical thinking and evidence-based management. [Tutorials will NOT be held in Week 1.]</td>
<td>Read Course Outline Ch 1 Selected readings will be posted on Wattle</td>
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<tr>
<td>Week 2</td>
<td>Communication theory</td>
<td>Ch 3</td>
<td></td>
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<tr>
<td>Week 3</td>
<td>Finding, applying, and being interviewed for a job</td>
<td>Ch 10</td>
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<tr>
<td>Week 4</td>
<td>Letters, memos, and emails</td>
<td>See assigned readings on Wattle</td>
<td></td>
</tr>
<tr>
<td>Week 5</td>
<td>Essay writing, literature reviews, and referencing</td>
<td>Ch 2</td>
<td></td>
</tr>
<tr>
<td>Week 6</td>
<td>Reports, business proposals and oral presentations</td>
<td>Ch 4 &amp; 5</td>
<td><strong>Job Application due</strong></td>
</tr>
<tr>
<td>Week 7</td>
<td>Communication in leadership</td>
<td>Ch 6</td>
<td>See assigned readings on Wattle</td>
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<tr>
<td>Week 8</td>
<td>Power and politics</td>
<td>Ch 7</td>
<td></td>
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<tr>
<td>Week 9</td>
<td>Negotiation and conflict management</td>
<td>Ch 8</td>
<td>Long Report due</td>
</tr>
</tbody>
</table>
| Week 10 | Delivering bad news: Apologies and service recovery strategies | Ch 9  
See assigned readings on Wattle |                     |
| Week 11 | Role of emotions in communication    | See assigned readings on Wattle                      | Presentations       |
| Week 12 | Inter-cultural communication         | Ch 11                                                | Presentations       |
| Week 13 | Communicating in teams               | Ch 12                                                |                     |

**ASSESSMENT REQUIREMENTS**

**Assessment Task 1: Job Application (Individual assessment)**

**Details of task:** This assessment is designed for you to develop the ability to make contact with potential employers, state your interest in a job position clearly, and explain why your skills, qualifications and experience match the position. To complete this assessment, students are required to (1) select a job advertisement you are likely to apply after you; (2) assume that you have completed your degree and prepare a resume that is appropriate for the position; and (3) draft a cover letter that showcases the resume.

**Assessment Rubric:** See the marking criteria on Wattle

**Value:** 10%

**Submission requirements:** Students must submit a softcopy of the assignment via Wattle by 4.00pm, *Monday week 6*. You must keep a copy of your assignment for your records.

**Estimated return date:** Week 8 via Wattle

**Assessment Task 2: Long Report (Individual assessment)**

**Details of task:** Students are required to produce a long report after analysing a case study. The case study and question will be posted on Wattle. The document should be formatted as follows: Times New Roman 12 font, 1.5 spacing, and 1 inch margins all around.

**Assessment Rubric:** See the marking criteria on Wattle

**Word limit:** 2000 words (with a +/-10% leeway; students will lose 1 point for every 100 words beyond the +10% margin—e.g., an essay with 2201 words will incur a 1 point penalty, an essay with 2301 words will incur a 2 point penalty)

**Value:** 30%
Submission requirements: Students must submit a softcopy of the assignment via Wattle by 4.00pm, Monday week 9. You must keep a copy of your assignment for your records.
Estimated return date: Week 13 via Wattle

Assessment Task 3: Group Presentation (Individual and group assessment)

Details of task: Students in each tutorial will be divided into teams of 4-5 students (depending on the total number of students in each class). For the purpose of the assignment, each team will be asked to assume the role of a management consultancy firm specialising in Business Communication. Each team must have a name and a slogan for its consultancy. Your classmates will represent a group of business executives who have hired your consultancy firm to solve a communication problem within their company. Each group will be given a unique communication problem to solve in Week 7. Your task, as a group, is to develop an evidence-based strategy to overcome the communication problem you are given and present it to your audience. The team should present for a total of 15 minutes, with each member presenting for an equal amount of time. You are encouraged to use appropriate visual and/or audio aids in your presentation. Each presentation will end with a 2-minute Q&A session. 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). This copy should include a title page with the name of your consultancy firm and the names of your team members.
Assessment Rubric: See the marking criteria on Wattle
Value: 20%
Presentation requirements: Students will do their presentations during Week 11 and 12.
Estimated return date: Week 13

Assessment Task 4: In-class Tutorial Exercises (Individual assessment)

Details of task: Students will be allocated 1 mark for completing weekly tutorial exercises (not applicable for the two weeks of presentations). In order to complete the weekly tutorial exercises, students are expected to read the lecture and reading materials before attending the tutorials.
Value: 10%

Assessment Task 5: Final Exam (2-hours; Individual assessment)

Details of task: The exam will include 60 multiple-choice questions. These questions will be related to the chapters covered before the exam and will come from the class lectures, discussions, and the textbook. The final exam is cumulative. Students are responsible for bringing their own pencils to the exam. Multiple-choice question answer sheets will be provided. Students must pass the final exam to pass the course.
Value: 30%
The timing of the final exam is scheduled by the central examinations of the university (not the course instructor), see: http://timetable.anu.edu.au/exams/ Applications for a Special Examination can be made with the appropriate form:
Examination(s)

To be announced.

Assignment submission

Online Submission:

Assignments are submitted using Turnitin in the course Wattle site. Assignments submitted through Wattle no longer require cover sheets. You will be required to electronically sign a declaration as part of the submission of your assignment. Please keep a copy of the assignment for your records.

Extensions and penalties

Extensions and late submission of assessment pieces are covered by the Student Assessment (Coursework) Policy and Procedure.

You may be granted extensions for assessment pieces that are not examinations or take-home examinations by applying for special consideration.

Special consideration for assessments

Students who are unable to submit their assessment 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: http://www.anu.edu.au/students/program-administration/assessments-exams/special-assessment-consideration.

Special Consideration applications must be completed before the due date of the affected assessment. In exceptional circumstances applications for an extension may be accepted up to 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 must be submitted online at special.consideration@anu.edu.au. You will be notified by your lecturer if an extension has been approved.

Late submission of assessment tasks without an extension are penalised at the rate of 5% of the possible marks available per working day or part thereof. Late submission of assessment tasks is not accepted after 10 working days after the due date, or on or after the date specified in the course outline for the return of the assessment item.

Late submission is not accepted for take-home examinations.

Returning assignments

Feedback on job application and long report will be given via Wattle. Presentation feedback sheets will be returned to students in tutorials.
Resubmission of assignments
Resubmission is not allowed in this course.

Referencing requirements
Students must use the Harvard Referencing style for all written assignments. See https://academicskills.anu.edu.au/resources/listing/142

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.

Communication
If necessary, the lecturers and tutors for this course will contact students on their official ANU student email address. Information about your enrolment and fees from the Registrar and Student Services’ office will also be sent to this email address.

Announcements
It is the students’ responsibility to check the Wattle site for announcements about this course (e.g., changes to course outline, timetable, or notifications of cancellations). Notifications of emergency cancellations of lectures or tutorials will be posted on the door of the relevant room.

Workload
Students taking this course are expected to commit at least 10 hours a week to completing the work.
This will include:
- 1 x 2 hour lecture
- 1 x 1 hour tutorial
- individual assignments
- private study
- keeping up to date with announcements via Wattle and your official ANU email account
SUPPORT FOR STUDENTS
The University offers a number of support services for students. Information on these is available online from http://students.anu.edu.au/studentlife/