Unit Outline

MGMT1001 Communication in Business
Semester 2, 2015

Unit study package code: MGMT1001
Mode of study: Internal
Tuition pattern summary: Note: For any specific variations to this tuition pattern and for precise information refer to the Learning Activities section.
Lecture: 1 x 1 Hours Weekly
Tutorial: 1 x 2 Hours Weekly
This unit does not have a fieldwork component.
Credit Value: 25.0
Pre-requisite units: Nil
Co-requisite units: Nil
Anti-requisite units: 10808 (v.0) Business Communication 101 or any previous version
Result type: Grade/Mark
Approved incidental fees: Information about approved incidental fees can be obtained from our website. Visit fees.curtin.edu.au/incidental_fees.cfm for details.

Unit coordinator:
Title: Ms
Name: Hannah Vickers
Phone: 08 9266 9152
Email: CIB@Curtin.edu.au
Building: 408
Room: 3042
Consultation times: Monday 10:00am-12:00pm, Thursday 12:00pm-2:00pm. Alternatively, please email to set an appointment for another time.

Teaching Staff:

Administrative contact:
Name: Claire Loh
Phone: 08 92661667
Email: Claire.Loh@curtin.edu.au
Building: 408
Room: 3003

Learning Management System: Blackboard (lms.curtin.edu.au)
Acknowledgement of Country

We respectfully acknowledge the Indigenous Elders, custodians, their descendants and kin of this land past and present.

Syllabus

Covers key aspects of research, written and oral communication in academic and professional business contexts, as well as working to develop students’ teamwork skills including roles of team members. Emphasis will be placed on students’ ability to locate, understand, and critically evaluate business information. Students will learn about business meeting procedures and practices, how to identify and examine the importance of different business stakeholder relationships and the variety of tools used by business to communicate information in a culturally diverse and global setting. Skills in accessing information, synthesising information, argument development, the Chicago author-date referencing system, principles of effective communication with a focus on verbal and non-verbal forms and the professional presentation of documents are all covered during the development of the key assignments.

Introduction

Welcome to Communication in Business (CIB)!

This unit challenges you to analyse how business communicates and interacts in society. It brings together a number of disciplines to introduce you to the issues facing contemporary business, and the roles that modern organisations are called upon to play. In turn, you will have the opportunity to integrate theory into real life business scenarios as you examine organisational performance through the lens of the social contract, corporate citizenship, stakeholder management and other business orientations.

As “Scholars of business”, with ideas and opinions worth sharing with your peers, you will be challenged to express your viewpoint on contemporary business issues and support your stance with persuasive arguments. These arguments should illustrate your understanding of the changes and improvements that society demands of business and that ultimately legitimise the existence of business in today’s society. As you will present your ideas and opinions in a variety of forums, you will in turn be exposed to and learn various interpersonal, group work and communication skills essential for university and employment success in the ever-changing, competitive global business environment.

The assessments in the unit have been designed to expose you to a variety of business cases. As Scholars of business, you will need to develop a library of business examples to help you in your future success.

All students enrolled in Communication in Business are required to do an English language diagnostic exercise in week one. We look at the results of this exercise and decide if you would benefit from the SUCCESS for CIB program. This program is offered by the CBS Communication Skills Centre with the aim of helping you develop your English language and academic writing skills. If you’re selected to join this program, participation is compulsory.

This unit outline provides more information on the assessments and unit objectives. The unit outline is an important document and is the contract between you, your tutor, the Unit Coordinator and the University. It provides you with important information about the general aims of the unit, its resources and details about the assessments, including allocation of marks, grading criteria and submission dates.

As scholars of business, consider this document in the same way you would view a contract. Study it carefully, paying particular attention to the lecture details, assessment instructions and key dates. Information contained in this unit outline specifies the requirements for this unit and explains your rights and responsibilities in relation to the University.

If you do not understand any part of the unit outline, do not hesitate to ask your tutor. Alternatively, the Unit Coordinator is available to assist on any unit related matters via the unit email address: CIB@curtin.edu.au. Expect a response in one to two business days. Emails sent over the weekend will be answered the following week.

We wish you well for the semester and encourage you to embrace the unique opportunity this unit presents to you. We also hope that it is an enjoyable time and helpful in your introduction to university.
Unit Learning Outcomes

All graduates of Curtin University achieve a set of nine graduate attributes during their course of study. These tell an employer that, through your studies, you have acquired discipline knowledge and a range of other skills and attributes which employers say would be useful in a professional setting. Each unit in your course addresses the graduate attributes through a clearly identified set of learning outcomes. They form a vital part in the process referred to as assurance of learning. The learning outcomes tell you what you are expected to know, understand or be able to do in order to be successful in this unit. Each assessment for this unit is carefully designed to test your achievement of one or more of the unit learning outcomes. On successfully completing all of the assessments you will have achieved all of these learning outcomes.

Your course has been designed so that on graduating we can say you will have achieved all of Curtin’s Graduate Attributes through the assurance of learning process in each unit.

On successful completion of this unit students can:

| 1 | Source and interpret contemporary business information for academic writing |
| 2 | Critically evaluate how business communicates in a culturally diverse environment. |
| 3 | Critically evaluate teamwork skills and elaborate from lessons learnt. |
| 4 | Examine and illustrate complexity of business communication in an international setting |
| 5 | Demonstrate the ability to communicate effectively to diverse audiences in a business context |

Graduate Attributes addressed

- Apply discipline knowledge
- Critical thinking (use analytical skills to solve problems)
- Information skills (confidence to investigate new ideas)
- Communication skills
- Technology skills
- Learning how to learn (apply principles learnt to new situations) (confidence to tackle unfamiliar problems)
- International perspective (value the perspectives of others)
- Cultural understanding (value the perspectives of others)
- Professional Skills (work independently and as a team) (plan own work)

Find out more about Curtin’s Graduate attributes at the Office of Teaching & Learning website: ctl.curtin.edu.au

Learning Activities

Each week you have a one hour lecture and two hour tutorial. Lectures and tutorials are supplemented with a range of materials accessible from Blackboard and the unit textbook.

Tutorials and Lectures

This unit is highly practical. The tutorials will be interactive and meshed with current issues in business. The tutorials will also provide a forum for you to participate in academic and business communication tasks, as well as identify and critically understand areas in which you need to develop your communication skills. You will also be given opportunities during tutorials to put these skills into practice. Finally, the tutorials provide important information about your assessments and how to successfully complete them. You are expected to attend your tutorial each week. Please note that you cannot attend any other tutorial session except for the one in which you are enrolled.

The principle purpose of the lectures is to introduce you to the language of business that underpins business communication in today’s world. We will examine real business cases and ask you to give your opinion on each week’s topic in the tutorial, using the language from the lectures. We want to know what you think about issues facing business today! The lectures do not provide you with the answers to the tutorial questions. There are no black and white answers. We want to know what you think about each of the topics we explore that face today’s business. We will spend a lot of time on thinking - thinking quickly and thinking with structure - so your delivery is clear, understood and most importantly, remembered.
Learning Resources

Essential texts

The required textbook(s) for this unit are:

- MGMT 1001 COMMUNICATION IN BUSINESS
  
  **Authors:** Raymond Archee / Myra Gurney / Terry Mohan / Archie B Carroll / Ann K Buchholtz / Hannah G Vickers
  
  **Compiled by:** Hannah G Vickers
  
  Students have the option of purchasing the physical textbook from the Curtin University Bookstore, or purchasing the eBook.

  (ISBN/ISSN: 978-0170368025)

Other resources

**A set textbook has been allocated for this unit.**

Additional reading materials are provided via Blackboard (http://lms.curtin.edu.au) in the Unit Resources Tab.

Please complete all pre-essential reading before attending your tutorial. Lectures and tutorials will assume that this reading has been completed and will build on this knowledge rather than repeat it.

Post study readings have also been set to assist in your study and exam preparation. Please refer to Blackboard for this information. Research is an essential part of academic study. Many useful articles can be accessed using electronic databases. The Curtin Library has provided an online guide to assist you in identifying helpful databases for your assessments. Go to http://library.curtin.edu.au/study-and-research-tools/online-tutorials/unit-guides/cib_100_unit.cfm.

The Curtin Library at Bentley provides a range of online resources that are available to help you develop your information literacy skills. These are designed to help you access the best information in an efficient manner. Do make use of these resources. The access point to all library resources is: http://library.curtin.edu.au/. A further link is available under Blackboard.

**SUCCESS Online**

This is a free service that provides a range of tutorials to assist in your language skills. A link is provided on Blackboard. Please look at these to assist in your assignment preparation. They are very useful.
Assessment

Assessment schedule

<table>
<thead>
<tr>
<th>Task</th>
<th>Value %</th>
<th>Date Due</th>
<th>Unit Learning Outcome(s) Assessed</th>
</tr>
</thead>
</table>
| Critical Essay        | 20 percent| **Week:** Module 5  
**Day:** Monday, 7 September  
**Time:** 17:00 | 1,2,5                            |
| Business Submission   | 20 percent| **Week:** Module 8  
**Day:** Monday, 5 October  
**Time:** 08:00 | 2,4,5                            |
| Oral Presentation     | 20 percent| **Week:** Module 11  
**Day:** In Tutorial, Week Commencing 26 October  
**Time:** In Tutorial | 3,4,5                            |
| Final Examination     | 40 percent| **Week:** Exam Week - Date To Be Advised  
**Day:** TBA  
**Time:** TBA | 2,4,5                            |

Detailed information on assessment tasks

1. **Critical Essay: 20%**

   In Assessment One, your task is to review the behaviours, actions and communications of one of the companies listed below of your choice:

   1. Sinopec
   2. Qantas
   3. Kia Motors
   4. Coca-Cola
   5. Serco
   6. Nestle
   7. BHP Billiton
   8. Boeing

   In your own words:

   - Examine and critique one or two aspects of the company’s social performance with regards to fulfilling society’s expectations on how the company should operate its business. You can look at a company’s performance in regards to the environment, equality, employment, community development, health and human rights, just to name a few options. Highlight both areas of achievement and those requiring improvement. Do not focus only on the positive or negative.
   - Examine and discuss the impact and implications of the company’s actions on society and stakeholders.
   - Provide your conclusions about the company’s performance in society, based on the information you provide in your paper.

   **Word Limit:** At least 1500, with a maximum of 1800 words. This INCLUDES in-text citations.

   **Don’t slip up! Make sure you do not go over the maximum word limit. A 5% penalty will occur for every 50 words – or part thereof – over the maximum word limit. This will be strictly enforced.**

   This is an assignment that asks you to reflect broadly on the role of business, how it communicates and acts on a social issue.
facing it in any society. Take time to reflect on the many arguments and pieces of information presented in the literature. You will need to read widely and broadly. 

A copy of the marking key for this assessment is found under the Assessment Tab on Blackboard.

2. Business Submission: 20%

Assessment 2 & 3 – A Business Scenario

Background

The company you selected in Assessment One is currently a signatory to the United Nation’s Global Compact, or considering becoming a member. The United Nation’s Global Compact guides companies’ social performance. Like all signatories, your company would be or is planning to be a member of their Global Compact Local Network, which aims to achieve compliance with the ten principles of the Global Compact.

In this scenario, your company wants to identify ways of improving compliance to two of the Global Compact principles. Your task is to write a persuasive piece of internal communication addressed to your company, as a member of staff. The goal of the submission is to propose recommendations to achieve or improve compliance with two principles of the Global Compact. The two principles you will address will be determined in your tutorial by Module 6.

Business Submission

In your own words, the Submission (Assessment Two) will:

1. Review and present a selection of business practices and/or approaches from your company that may be used to achieve compliance to the two principles of the Global Compact. If your company is not yet a signatory of the UNGC, you can research the business practices from other companies in similar industries that are already signatories to help determine benchmarks for best practice, but remember to write your submission on your company.

2. Discuss both the positive and negative lessons learned from these business practices and approaches.

3. Develop business practice recommendations, which will improve compliance to the two Global principles. These should be based on the review you have undertaken and your understanding of the lessons learned.

4. Discuss the benefits, challenges and risks for key stakeholders if these recommendations are implemented.

Word Limit: At least 1000 words, with a maximum of 1200 words. This INCLUDES in-text references.

Don’t slip up! Make sure you do not go over the maximum word limit. A 5% penalty will occur for every 50 words – or part thereof – over the maximum word limit. This will be strictly enforced.

The two principles chosen from the Global Compact may be different to the issue you discussed in Assignment One. You will continue to look at the same two principles in Assignment Three.

When proposing a set of recommendations, make sure to look at the supply chain of the business to understand how your two principles may relate to the operations of your business. It is then your task to develop a persuasive report recommending strategies that your company can adopt.

Make sure you understand your audience.

A copy of the marking key for this assessment is found under the Assessment Tab on Blackboard.

Once submissions have been made, you as the company representative will sit on an Executive board to examine all submissions and develop a unified approach to achieving compliance. This approach will need the support from the MAJORITY of the Local Network members before it may be approved and submitted to the United Nations for its record.

3. Oral Presentation: 20%

The development of a unified approach

As part of an Executive board (i.e. a group of no more than four scholars representing different companies), review the submissions of your group members to develop a unified approach for compliance with the two Global Compact principles that are common to each of your submissions. Consider the work of all group members as well as the feedback provided by your tutor from Assessment Two to come up with an original group approach.

In Assessment Three, the Executive board will present the proposed unified approach to Local Network members and convince them this approach can be effective in achieving compliance with the two Global Compact principles.

For the Local Network meeting, your working group has been:
Allocated a maximum of **20 minutes** to speak.

Each member must speak for an equal amount of time (i.e. approximately 5 minutes per team member).

Provided with a computer, internet, whiteboard and projection facilities that you may use in any way to aid in your presentation.

Asked to provide a **one-page handout** summarising the key points from your presentation to assist the audience in understanding your proposal.

**This is a professional presentation. Please give careful consideration to the way in which you present yourselves and your ideas, ensuring that it is appropriate for a business environment and, in particular, the Local Network members.**

**Remember the Local Network is made up of different company representatives from a variety of industries. You need to keep the diversity of your audience in mind when communicating your ideas.**

**You group will have a maximum of four members and each member will be a representative from one of the eight companies. There is to be no duplication of companies in a group.**

Your tutor will record your presentation. In order to be able to provide you with all possible marks, please ensure that on your presentation day you submit the following to your tutor:

- **Agenda and Minutes of the group meetings** reflecting all of your decisions and each group member’s level of participation. All members are asked to review and sign the agenda and minutes to show that they agree these are accurate.

- **Your one-page summary** setting out the key points of your presentation.

- A **copy of the slides** used for your presentation (PowerPoint, Prezi, etc.)

Make sure to have all of your documentation on the day of your presentation. Late submission penalties will apply if any document is submitted after your presentation. All presentations will be made during the given dates in this Unit Outline.

This is a group presentation and no extensions will be made without **PRIOR** arrangements with the **Unit Coordinator** and the provision of supporting documentation. **Failure to present during your scheduled Tutorial without making alternate arrangements with the Unit Coordinator will result in a Fail-Incomplete result for the unit.**

**The Process for Assessments Two and Three:**

- Write a submission to your company about how to improve compliance with two identified Global Compact principles, as agreed upon by your Oral Presentation group (Assessment 2).

**THEN**

- In your Executive board (up to four members), assess all Executive submissions to identify a unified approach for compliance to the Global Compact principles.

**THEN**

- Develop and deliver an oral presentation setting out a unified approach for all members of the Local Network to adopt with regard to compliance to the two identified Global Compact principles (Assessment 3).

**A copy of the marking key for this assessment is found under the Assessment Tab on Blackboard.**

**4. Final Examination: 40%**

**The Examination** will be held during the University Examination Period. Information about the exam will be provided during the semester.

**It is your responsibility to check the date, time and location of the Exam.** Please ensure you note the venue. Attendance at the incorrect venue may incur a fine. Official release of results for this unit is published on Oasis: http://oasis.curtin.edu.au. Do not contact your Unit Coordinator or tutor for this information.

**Pass requirements**

To pass this unit you must:

- Receive an overall grade equal to or greater than 50;

**AND**

- Submit **ALL** assessment activities (Assignments and Final Exam).
Fair assessment through moderation

Moderation describes a quality assurance process to ensure that assessments are appropriate to the learning outcomes, and that student work is evaluated consistently by assessors. Minimum standards for the moderation of assessment are described in the Assessment and Student Progression Manual, available from policies.curtin.edu.au/policies/teachingandlearning.cfm

Late assessment policy

This ensures that the requirements for submission of assignments and other work to be assessed are fair, transparent, equitable, and that penalties are consistently applied.

1. All assessments students are required to submit will have a due date and time specified on this Unit Outline.
2. Students will be penalised by a deduction of ten percent per calendar day for a late assessment submission (eg a mark equivalent to 10% of the total allocated for the assessment will be deducted from the marked value for every day that the assessment is late). This means that an assessment worth 20 marks will have two marks deducted per calendar day late. Hence if it was handed in three calendar days late and given a mark of 16/20, the student would receive 10/20. An assessment more than seven calendar days overdue will not be marked and will receive a mark of 0.

Assessment extension

A student unable to complete an assessment task by/on the original published date/time (eg examinations, tests) or due date/time (eg assignments) must apply for an assessment extension using the Assessment Extension form (available from the Forms page at students.curtin.edu.au/administration/) as prescribed by the Academic Registrar. It is the responsibility of the student to demonstrate and provide evidence for exceptional circumstances beyond the student’s control that prevent them from completing/submitting the assessment task.

The student will be expected to lodge the form and supporting documentation with the unit coordinator before the assessment date/time or due date/time. An application may be accepted up to five working days after the date or due date of the assessment task where the student is able to provide an acceptable explanation as to why he or she was not able to submit the application prior to the assessment date. An application for an assessment extension will not be accepted after the date of the Board of Examiners’ meeting.

Deferred assessments

If your results show that you have been granted a deferred assessment you should immediately check your OASIS email for details. Deferred examinations/tests will be held from 08/02/2016 to 12/02/2016. Notification to students will be made after the Board of Examiners’ meeting via the Official Communications Channel (OCC) in OASIS.

Supplementary assessments

Supplementary assessments, if granted by the Board of Examiners, will have a due date or be held between 08/02/2016 and 12/02/2016. Notification to students will be made after the Board of Examiners’ meeting via the Official Communications Channel (OCC) in OASIS.

It is the responsibility of students to be available to complete the requirements of a supplementary assessment. If your results show that you have been granted a supplementary assessment you should immediately check your OASIS email for details.

Referencing style

The referencing style for this unit is Chicago.

More information can be found on this style from the Library web site: library.curtin.edu.au.

Academic Integrity (including plagiarism and cheating)

Any conduct by a student that is dishonest or unfair in connection with any academic work is considered to be academic misconduct. Plagiarism and cheating are serious offences that will be investigated and may result in penalties such as reduced or zero grades, annulled units or even termination from the course.

Plagiarism occurs when work or property of another person is presented as one’s own, without appropriate acknowledgement or referencing. Submitting work which has been produced by someone else (e.g. allowing or contracting another person to do the work for which you claim authorship) is also plagiarism. Submitted work is subjected to a plagiarism detection process, which may include the use of text matching systems or interviews with students to determine authorship.

Cheating includes (but is not limited to) asking or paying someone to complete an assessment task for you or any use of
unauthorised materials or assistance during an examination or test.
For more information, including student guidelines for avoiding plagiarism, refer to the Academic Integrity tab in Blackboard or academicintegrity.curtin.edu.au.

Information and Communications Technology (ICT) Expectations

Curtin students are expected to have reliable internet access in order to connect to OASIS email and learning systems such as Blackboard and Library Services.

You may also require a computer or mobile device for preparing and submitting your work.

For general ICT assistance, in the first instance please contact OASIS Student Support:
oasisapps.curtin.edu.au/help/general/support.cfm

For specific assistance with any of the items listed below, please contact The Learning Centre:
life.curtin.edu.au/learning-support/learning_centre.htm

- Using Blackboard, the I Drive and Back-Up files
- Introduction to PowerPoint, Word and Excel
Additional information

Assessments One and Two must be submitted electronically to Turnitin, through Blackboard.

DO NOT SAVE YOUR ASSIGNMENTS AS PDF. ONLY SAVE IN A WORD FORMAT, AS EITHER .DOC OR .DOCX. Details on the font and formatting requirements will be discussed in your tutorial ahead of the submission date.

You will have the opportunity to submit a draft of your assignment to Turnitin before submitting your final copy. To ensure that you meet the submission deadline, submit your draft to Turnitin at least one day before the due date. Take time to review the Turnitin Similarity Report to identify any areas of referencing needing attention. Do not focus only on the similarity rating, but also look at the individual areas highlighted in the Turnitin Similarity Report.

You are provided Turnitin as another tool to assist in your writing. Turnitin should be used to check your referencing and to ensure ALL of your ideas are supported.

You are expected to follow Chicago Author-Date referencing conventions. This includes properly identifying information in your papers that you learned from a source. As a reminder:

- If you are using text word-for-word from a source, it must be in "quotation marks" with an in-text reference.
- If you are paraphrasing information from a source, it must be substantially different from the original material (you must change more than a few words) and still requires an in-text reference.

Your assignment will not be marked if it is not submitted to Turnitin on Blackboard. If you are concerned with your similarity result of your Turnitin draft submission, take steps to correct the offending paragraphs. You should then submit the amended version of your work to the final draft portal on Blackboard. Take care to upload the correct version, as you will not be given a second opportunity to correct this mistake.

Once you have reviewed your Turnitin Similarity Report, go to the Assessment Tab on Blackboard. Locate the rubric/marking key and make sure you have met all of the requirements of the assignment.

Once you have submitted your final assignment, make sure to check under the Mygrades Tab that you can view a green exclamation mark to confirm your assignment has been successfully submitted.

If you are still concerned that your assignment has not been submitted on time, please email a copy to your tutor. Our goal is to mark all assignments within two weeks of the assignment deadline. There will be an announcement posted to Blackboard once grades are posted. Go to Mygrades to view your feedback and grade.

RESPONSIBILITIES

Your roles/responsibilities

- To ask questions if you do not understand. As autonomous adult learners/scholars, it is your responsibility to approach your tutor or unit coordinator for assistance.
- To comply with the University's academic standards and integrity policies
- To undertake further readings
- To meet assignment requirements and deadlines
- To make the most of the learning experiences offered, including attending lectures and tutorials
- To share your ideas/views with others
- To submit only your own work for assessment
- To check the weekly announcements (Every Friday) on Blackboard for details about the assessments as well as other unit updates

Teaching staff roles/responsibilities

- To provide a safe learning environment where you can be exposed and introduced to new ideas
- To encourage participation from all scholars
- To give feedback to scholars
- To answer scholar queries
- To provide fair assessment
Enrolment

It is your responsibility to ensure that your enrolment is correct - you can check your enrolment through the eStudent option on OASIS, where you can also print an Enrolment Advice.

Student Rights and Responsibilities

It is the responsibility of every student to be aware of all relevant legislation, policies and procedures relating to their rights and responsibilities as a student. These include:

- the Student Charter
- the University’s Guiding Ethical Principles
- the University's policy and statements on plagiarism and academic integrity
- copyright principles and responsibilities
- the University’s policies on appropriate use of software and computer facilities

Information on all these things is available through the University’s "Student Rights and Responsibilities" website at: students.curtin.edu.au/rights.

Student Equity

There are a number of factors that might disadvantage some students from participating in their studies or assessments to the best of their ability, under standard conditions. These factors may include a disability or medical condition (e.g. mental illness, chronic illness, physical or sensory disability, learning disability), significant family responsibilities, pregnancy, religious practices, living in a remote location or another reason. If you believe you may be unfairly disadvantaged on these or other grounds please contact Student Equity at eesj@curtin.edu.au or go to http://eesj.curtin.edu.au/student_equity/index.cfm for more information.

You can also contact Counselling and Disability services: http://www.disability.curtin.edu.au or the Multi-faith services: http://life.curtin.edu.au/health-and-wellbeing/about_multifaith_services.htm for further information.

It is important to note that the staff of the university may not be able to meet your needs if they are not informed of your individual circumstances so please get in touch with the appropriate service if you require assistance. For general wellbeing concerns or advice please contact Curtin’s Student Wellbeing Advisory Service at: http://life.curtin.edu.au/health-and-wellbeing/student_wellbeing_service.htm

Recent unit changes

Students are encouraged to provide unit feedback through eVALUate, Curtin’s online student feedback system. For more information about eVALUate, please refer to evaluate.curtin.edu.au/info/.

To view previous student feedback about this unit, search for the Unit Summary Report at https://evaluate.curtin.edu.au/student/unit_search.cfm. See https://evaluate.curtin.edu.au/info/dates.cfm to find out when you can eVALUate this unit.

Recent changes to this unit include:

This unit has received excellent comments over recent study periods regarding the level of feedback and challenging nature of the content. The unit has also continued the relevant and contemporary case studies that are the focus of each week. We continue to develop these areas after reviewing your experiences, as well as building on the resources provided in the unit to develop your communication skills. Technology plays an important role in the context of business communication, and the unit has therefore incorporated a range of technology. The Unit Coordinator will continue to develop this focus of the unit. This study period the Oral Presentation was increased from 15% of the total mark to 20% of the total mark based on feedback from students and teaching staff. The Unit Coordinator is always keen to hear about your experience in the unit. You are therefore encouraged to take the time at the end of the semester to share your experience.
<table>
<thead>
<tr>
<th>Module</th>
<th>Begin Date</th>
<th>Lecture/Seminar</th>
<th>Pre-readings</th>
<th>Tutorial/Other</th>
<th>Assessment Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orientation</td>
<td>27 July</td>
<td></td>
<td></td>
<td></td>
<td>Orientation Week</td>
</tr>
<tr>
<td>1.</td>
<td>3 August</td>
<td>Managing and identifying stakeholders</td>
<td>Essential Pre-reading: Textbook Extract 2: The Stakeholder Approach to Business, Society &amp; Ethics</td>
<td>Essential Preparation: Complete Diagnostic Writing Exercise on Blackboard</td>
<td>This week you will:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Overview of assessments, the unit and tutorials</td>
<td>- Be introduced to critical reading and annotation practices to prepare you for your future academic business research</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Tutorial Focus: Introduction and Critical reading</td>
<td>- Share your views on how business communicates today through a brief written exercise.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Tutorial Focus: Preparation for Assessment One</td>
<td>- Learn how to express your own opinions through Scholar Centred Discussions and reflect upon your performance</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Post Reading/Study Material: Textbook Extract 3: Academic Writing</td>
<td>- Examine the changing roles of business and how this has impacted upon business interactions and communication</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Deconstruct the Critical Essay question and discuss the requirements of the assessment</td>
</tr>
<tr>
<td>3.</td>
<td>17 August</td>
<td>The rise of special interest groups and criticism of business</td>
<td>Essential Pre-reading: Sethi, S.P., and P. Steidmeier. 2001. The evolution of business role in society. Business and Society Review, 9-12. (Available on Blackboard)</td>
<td>Scholar Centred Discussion: How has an increasingly diverse workforce impacted communication practices in business?</td>
<td>This week you will:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Tutorial Focus: Preparation for Assessment One</td>
<td>- Continue to learn how to express your own opinions through the Scholar Centred Discussions and reflect upon your performance</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Post Reading/Study</td>
<td>- Examine the impact of how diversity plays a role in business communication</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Learn about the use of Library databases and evaluation of resources in preparation for the</td>
</tr>
<tr>
<td>Date</td>
<td>Essential Pre-reading</td>
<td>Scholar Centred Discussion</td>
<td>Tutorial Focus</td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------</td>
<td>---------------------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>24 August</td>
<td>Corporate public policy and public affairs</td>
<td>Submitting of the Critical Essay</td>
<td>This week you will:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Kaplan, T. n.d. The Tylenol Crisis: how effective public relations saved Johnson &amp;</td>
<td></td>
<td>• Find out about Turnitin and how to submit your assignment</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Johnson.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Available on Blackboard)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>31 August</td>
<td>The government and business relationship</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Corporate social responsibility practices and environmentally responsible behavior:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>the case of the United Nations Global Compact. <em>Journal of Business Ethics.</em> 76:163-</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>176.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Available on Blackboard)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7 September</td>
<td>Essential Pre-reading:</td>
<td>Scholar Centred Discussion:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Essential</td>
<td>Presentation of your findings from Assessment One</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Talk, T. n.d. The Tylenol Crisis: how effective public relations saved Johnson &amp; John</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>son.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Available on Blackboard)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>The government and business relationship</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Corporate social responsibility practices and environmentally responsible behavior:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>the case of the United Nations Global Compact. <em>Journal of Business Ethics.</em> 76:163-</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>176.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Available on Blackboard)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14 September</td>
<td>Communicating</td>
<td>Essential</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Essential Pre-reading:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Essential</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Critical Essay Due 7 September at 5pm
<table>
<thead>
<tr>
<th>September</th>
<th>through action</th>
<th>Preparation:</th>
<th>Essential Pre-reading:</th>
<th>Scholar Centred Discussion Question:</th>
<th>Tutorial Focus:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Continue to learn about how to express your opinion through the Scholar Centred Discussions and reflect upon your performance</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Reflect upon your performance in groups and complete the Group Work Questionnaire</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Form groups and discuss preparation for Assessment Three</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Examine exemplars for Assessment Two</td>
</tr>
</tbody>
</table>

|               |                       | Essential Preparation: | Continue working on your business submission. | |
|               |                       | Tutorial Focus: | Preparation for Assessments Two | |

This week you will:

- Examine the importance of identifying and understanding stakeholder perspectives in business
- Continue to challenge yourself in expressing your opinions in the Scholar Centred Discussions and reflect upon your performance
- Receive feedback on your first assessment
- Learn about business meeting procedures and practices.
## Post Reading/ Study Material:

(Available on Blackboard)

<table>
<thead>
<tr>
<th>28 September</th>
<th>Tuition Free Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>8. 5 October</td>
<td>Corporate governance (Industry Guest Speakers)</td>
</tr>
<tr>
<td>9. 12 October</td>
<td>Challenges of communicating in an international business context</td>
</tr>
</tbody>
</table>

### Essential Pre-reading:
Textbook Extract 6: Communicating in groups & teams to achieve professional goals

### Essential Preparation:
Group Members’ Submission Reports (Hard copies to be brought to class)

Prepare group meeting agenda and ideas for discussion.

### Tutorial Focus:
Assessment Three

This week you will:
- Examine the importance of corporate governance as it relates to communication in business through lectures provided by Industry Guest Speakers
- Consider successful practices for business proposals and presentations
- Exchange Assignment Two with your group members.
- Commence meeting with your team members and apply the meeting practices/procedures.

**Business Submission Due 5 October at 8am**

### Essential Pre-reading:
Textbook Extract 8: Intercultural communication

### Tutorial Focus:
Preparation for Assessment Three

This week you will:
- Examine the challenges of communicating in an international business context
- Consider pointers for use of technology in business presentations/pitches
- Continue meeting with your
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Activity</th>
<th>Essential Pre-reading:</th>
<th>Tutorial Focus:</th>
<th>This week you will:</th>
</tr>
</thead>
</table>
| 10.  | 19 Oct | Industry Guest Speakers – Case Studies | Textbook Extract 7: Oral reports & presentations | Presentation Practice | - Draw all of the unit content together and watch Industry Guest Speakers who will share their experience of issues, challenges, trends and considerations when communicating in business today  
- Take the opportunity to seek feedback and advice from your tutor in your last practice session.  |
| 11.  | 26 Oct | Overview of exam and reflection on outcomes of unit | None | Deliver Oral Presentation  | - Commence revision of the unit content  
- Present your business proposal to your peers during the tutorial  
**Oral Presentations to be presented in the tutorial** |
| 12.  | 2 Nov  | Examination preparation           | Case Study  
(Available on Blackboard) | Examination Preparation  
**Post Reading/Study Material:**  
All Past Essential and Post Readings | - Examine the structure and requirements of the final examination  
- Learn how to prepare for examinations and develop a list of revision questions  
- Receive feedback on your third assessment and review of cohort results  
- Reflect upon your individual and group performance  
- Provide your group members with feedback |
| 17 | 23 November | Examinations |