



# MQBS1020

## Business Communication

Session 2, In person-scheduled-weekday, North Ryde 2024

*Macquarie Business School Faculty level units*

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#### Disclaimer

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## General Information

Unit convenor and teaching staff

Unit Convener, and Lecturer

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See iLearn

Credit points

10

Prerequisites

Corequisites

Co-badged status

Unit description

Successful managers are great communicators. In this unit students will engage with methods of communication from managerial, organisational, and corporate points of view. Students will build their skill set to learn how to provide impactful feedback, to coach, mentor and network. Leaders and managers are required to motivate and inspire a broad range of stakeholders and a key to achieving this is to understand your audience. Whether playing the role of leader, liaison, interpreter, disseminator, advocate, or spokesperson, in this unit, students will be introduced to frameworks, tools and techniques they need to be successful.

## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

## Learning Outcomes

On successful completion of this unit, you will be able to:

**ULO1:** Explain the types of communication skills required for a range of academic and professional audiences, settings and purposes.

**ULO2:** Apply communication skills across different settings, purposes, and audiences to effectively communicate in diverse professional environments, engage in collaborative projects, network with industry professionals, and adapt to the evolving communication demands of the modern workplace.

**ULO3:** Use appropriate language and structure to solve real-world management communication challenges.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Multi-modal Communication</u>	30%	No	End of Week 5
<u>Effective Communication in Response to a Crisis</u>	20%	No	End Week 8
<u>Effective Communication in Response to a Crisis</u>	20%	No	End Week 11
<u>Active Engagement</u>	30%	No	Week 2 - Week 13

### Multi-modal Communication

Assessment Type <sup>1</sup>: Project

Indicative Time on Task <sup>2</sup>: 20 hours

Due: **End of Week 5**

Weighting: **30%**

Students will be individually tasked to put together a 500 word written speech on the importance of communication and emotional intelligence in the workplace, paying particular attention to verbal, non-verbal, and visual communication cues. Each student to submit their recorded video presentation (maximum of 5min).

On successful completion you will be able to:

- Explain the types of communication skills required for a range of academic and professional audiences, settings and purposes.

### Effective Communication in Response to a Crisis

Assessment Type <sup>1</sup>: Report

Indicative Time on Task <sup>2</sup>: 20 hours

Due: **End Week 8**

Weighting: **20%**

Students to work together to research a chosen organisation and propose a program of internal change, as consultants, to the Board of Directors. The proposal (1500 words per student) ought to demonstrate clarity and logic, in an engaging and collaborative manner. The proposal is marked individually

On successful completion you will be able to:

- Apply communication skills across different settings, purposes, and audiences to effectively communicate in diverse professional environments, engage in collaborative projects, network with industry professionals, and adapt to the evolving communication demands of the modern workplace.
- Use appropriate language and structure to solve real-world management communication challenges.

## Effective Communication in Response to a Crisis

Assessment Type <sup>1</sup>: Presentation

Indicative Time on Task <sup>2</sup>: 10 hours

Due: **End Week 11**

Weighting: **20%**

Students to present (maximum 10mins) their suggested recommendations, using language that demonstrates an openness and flexibility to receiving feedback, the aim being to engage the Board with empathy.

On successful completion you will be able to:

- Apply communication skills across different settings, purposes, and audiences to effectively communicate in diverse professional environments, engage in collaborative projects, network with industry professionals, and adapt to the evolving communication demands of the modern workplace.
- Use appropriate language and structure to solve real-world management communication challenges.

## Active Engagement

Assessment Type <sup>1</sup>: Participatory task

Indicative Time on Task <sup>2</sup>: 20 hours

Due: **Week 2 - Week 13**

Weighting: **30%**

Weekly workshop participation is expected throughout the session. Students are expected to attend all workshops and participate in activities. Student performance in these activities will be assessed.

On successful completion you will be able to:

- Explain the types of communication skills required for a range of academic and professional audiences, settings and purposes.
- Apply communication skills across different settings, purposes, and audiences to effectively communicate in diverse professional environments, engage in collaborative projects, network with industry professionals, and adapt to the evolving communication demands of the modern workplace.
- Use appropriate language and structure to solve real-world management communication challenges.

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<sup>1</sup> If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

<sup>2</sup> Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

## Delivery and Resources

Required readings will be made available through eReserve and the iLearn web page

### **PRESCRIBED TEXT**

- ***“Communication for Business and the Professions. Strategies and Skills”.***  
**7<sup>th</sup> edition by Judith Dwyer**

The textbook is available online. There will be some physical copies in the library. Details on how to access it will be available on the library website. You can also purchase the textbook through Pearson (link below).

Students can purchase here: [Communication for Business and the Professions: Strategies and Skills | ISBN 9780655705789 | Business & Professional Communication | Communication | Social Sciences | Store \(pearson.com\)](#)

### **RECOMMENDED TEXTS**

- Bovée, C. L. (2021). Business communication today. 15th Edition. Pearson Education. UK.
- Eunson, B. (2012). Communicating in the 21st century.
- Goleman, D., & Intelligence, E. (1995). Why it can matter more than IQ. Emotional

intelligence.

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Assessment Procedure](#)
- [Complaints Resolution Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies \(https://students.mq.edu.au/support/study/policies\)](https://students.mq.edu.au/support/study/policies). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/student-conduct>

## Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit [ask.mq.edu.au](https://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au>

[dents.mq.edu.au/support/](https://unitguides.mq.edu.au/support/)

## The Writing Centre

The Writing Centre provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

## Student Services and Support

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support](#) including information about finances, tenancy and legal issues
- [Student Advocacy](#) provides independent advice on MQ policies, procedures, and processes

## Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

## IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/).

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.

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Unit information based on version 2024.05 of the [Handbook](#)