



MQBS1020

Business Communication

Session 1, Online-scheduled-weekday 2025

Department of Management

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General Information

Unit convenor and teaching staff

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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.

General Assessment Information

Late Assessment Submission Penalty (written assessments)

Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical concern.

For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/presentations, and/or scheduled practical assessments/labs, students need to submit an application for [Special Consideration](#).

Assessment Tasks

Name	Weighting	Hurdle	Due
Skills development: Communicating with impact	30%	No	23/03/2025
Professional practice: Organisational comms strategy	30%	No	18/05/2025
Skills development: Sustained engagement	40%	No	08/06/2025

Skills development: Communicating with impact

Assessment Type ¹: Presentation

Indicative Time on Task ²: 20 hours

Due: **23/03/2025**

Weighting: **30%**

The purpose of this assessment is to develop your ability to communicate ideas effectively and concisely while demonstrating your understanding of key concepts from the unit content. You will create and deliver a 3-minute video presentation on an allocated topic, showcasing their ability to synthesise information, engage an audience, and apply their learnings to a focused subject. **Skills in focus:** - Communication and Presentation Skills - Synthesis of Information - Creativity and Engagement - Application of Unit Content **Deliverable:** Video presentation [3 minutes] Individual assessment

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.
- Use appropriate language and structure to solve real-world management communication

challenges.

Professional practice: Organisational comms strategy

Assessment Type ¹: Report

Indicative Time on Task ²: 25 hours

Due: **18/05/2025**

Weighting: **30%**

The purpose of this assessment is to develop your ability to evaluate organisational communication strategies and propose improvements based on theoretical and practical insights.

You will work in teams to analyse a company's communication strategy, identify strengths and weaknesses, and develop alternative recommendations to address any identified gaps or challenges. **Skills in focus:** - Teamwork and Collaboration - Critical Analysis - Strategic Thinking - Application of Communication Theories **Deliverable:** Written report [1,500 words]
Group assessment

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.

Skills development: Sustained engagement

Assessment Type ¹: Reflective Writing

Indicative Time on Task ²: 25 hours

Due: **08/06/2025**

Weighting: **40%**

The purpose of this assessment is to encourage you to critically reflect on your engagement and contributions throughout the unit and during tutorials, as well as to develop a structured plan for your future learning and development. You will analyse your contributions, evaluate your impact on group discussions and activities, and articulate your plans for continued growth, supported by evidence and artefacts from your learning journey. **Skills in focus:** - Self-Reflection - Communication Skills - Goal Setting - Application of theoretical concepts **Deliverable:** Reflective report [max. 1,500 words excluding appendices with supporting evidence] Individual assessment

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

¹ 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.

² 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

Please refer to this unit's iLearn page.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.s.mq.edu.au\)](https://policies.s.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 connect.mq.edu.au or if you are a Global MBA student contact 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/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 the [Service Connect Portal](#), 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/.

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.

Unit information based on version 2025.04 of the [Handbook](#)