



# ACBE100

## Academic Communication in Business and Economics

S1 Day 2018

*Dept of Linguistics*

### Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	5
<u>Policies and Procedures</u>	5
<u>Graduate Capabilities</u>	7
<u>Changes from Previous Offering</u>	12

#### Disclaimer

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## General Information

Unit convenor and teaching staff

Unit convenor

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Credit points

3

Prerequisites

Corequisites

Co-badged status

Unit description

This unit is designed to support students in their transition to university by enabling them to understand and achieve standards of performance required in an academic environment. The unit provides a three-level focus which is initiated by facilitating the development of academic practices, behaviours and values. Secondly, it fosters a level of familiarity with the disciplinary language, texts and conventions used when studying in programs offered by the Faculty of Business and Economics. Finally, it raises awareness of the impact of business and economics principles when they are applied to solving problems and addressing issues in contemporary society. Learning and assessment activities are designed to build the capacity for independent and collaborative approaches to learning. Students are guided to develop their capacity for reading, thinking and expressing ideas effectively and critically.

## 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:

Read efficiently to gather, interpret, synthesise and apply concepts from discipline-specific sources.

Critically evaluate information and ideas relevant to business and economics related disciplines.

Analyse the purpose and language strategies of disciplinary and professional texts.

Apply the knowledge gained through critical evaluation and analysis of other writers to the production of student's own texts in both written and oral contexts.

Work co-operatively in teams to present discipline related concepts, both visually and orally.

Carry out directed reflection on the learning experience of the unit.

## General Assessment Information

### Assessment Tasks

Name	Weighting	Hurdle	Due
<u>1. Integrative Summary</u>	15%	No	Week 5
<u>2. Business Report</u>	40%	No	Week 9
<u>3. Group Video Presentation</u>	25%	No	Week 12
<u>4. Guided Reflection</u>	20%	No	Weeks 2-13

#### 1. Integrative Summary

Due: **Week 5**

Weighting: **15%**

800 word structured summary of two texts.

A draft of the summary is due in tutorials in week 4.

On successful completion you will be able to:

- Read efficiently to gather, interpret, synthesise and apply concepts from discipline-specific sources.
- Analyse the purpose and language strategies of disciplinary and professional texts.

#### 2. Business Report

Due: **Week 9**

Weighting: **40%**

1,400 word business report.

A draft of the report is due in tutorials in week 8.

On successful completion you will be able to:

- Read efficiently to gather, interpret, synthesise and apply concepts from discipline-specific sources.
- Critically evaluate information and ideas relevant to business and economics related disciplines.
- Analyse the purpose and language strategies of disciplinary and professional texts.
- Apply the knowledge gained through critical evaluation and analysis of other writers to the production of student's own texts in both written and oral contexts.

### 3. Group Video Presentation

Due: **Week 12**

Weighting: **25%**

Preparation (develop content, script, design and record) and in class presentation of a five minute persuasive video, followed by a five minute audience Q&A session, as part of a team.

A draft of the video script is due in tutorials in week 11.

On successful completion you will be able to:

- Read efficiently to gather, interpret, synthesise and apply concepts from discipline-specific sources.
- Critically evaluate information and ideas relevant to business and economics related disciplines.
- Analyse the purpose and language strategies of disciplinary and professional texts.
- Apply the knowledge gained through critical evaluation and analysis of other writers to the production of student's own texts in both written and oral contexts.
- Work co-operatively in teams to present discipline related concepts, both visually and orally.

### 4. Guided Reflection

Due: **Weeks 2-13**

Weighting: **20%**

Online activities (eg short blogs, quizzes, eportfolio) throughout the session and a final 550-600 word reflection.

On successful completion you will be able to:

- Read efficiently to gather, interpret, synthesise and apply concepts from discipline-specific sources.
- Apply the knowledge gained through critical evaluation and analysis of other writers to

the production of student's own texts in both written and oral contexts.

- Carry out directed reflection on the learning experience of the unit.

## Delivery and Resources

This unit is delivered through a combination of online and face-to-face learning activities.

Online activities and other resources for each week are provided via [iLearn](#) (the Macquarie University Learning Management System).

The key face-to-face activities are the weekly tutorials. In these tutorials students will learn through discussions and independent and collaborative tasks. In order to participate in and learn from tutorials, students must complete the tutorial preparation tasks.

Face-to-face lectures will run each week subject to student demand, however the lecture content will also be available in iLearn.

Assessment tasks are used to scaffold students to understand and demonstrate academic achievement and so many of the learning activities focus directly on them.

Students must take responsibility for their own learning, prepare for classes and make a positive contribution to the unit community.

The **prescribed text book** is

**Brick, J., Herke, M. & Wong, D. (2016). *Academic Culture: A student's guide to studying at university*. (3rd ed). South Yarra, Vic: Palgrave Macmillan**

Students can order the textbook online from the Co-op Online Bookshop (<http://www.coop.com.au>) or buy it in person at the Co-op Bookshop on campus (<http://www.mq.edu.au/campus-map>).

**Recommended texts and apps** that may be useful:

- Butt, D., Fahey, R., Feez, S., & Spinks S. 2012, *Using Functional Grammar: an Explorer's Guide*, Palgrave Macmillan, (third edition).
- iGE Grammar App for iPhone, iPad and Android (available from the App store).
- Collins COBUILD English Grammar, HarperCollins, 2011.

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>). 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](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

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

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>).

## Student Code of Conduct

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

## Results

Results shown in *iLearn*, 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](http://ask.mq.edu.au).

### Late Assessment Task Submission

- Late submissions without an extension will receive a penalty of 5% of the total mark available for the assessment task per day.
- Late submission without an extension will not be permitted after marks have been released to the rest of the class.
- Extensions will only be given in special circumstances, and can be requested by completing the Special Consideration application at [ask.mq.edu.au](http://ask.mq.edu.au) and providing the requisite supporting documentation.
- For more information on Special Consideration, see the university website <https://students.mq.edu.au/study/my-study-program/special-consideration>
- Assessment tasks submitted after the deadline, regardless of the reason, will be marked and returned at a date determined by the unit convenor.
- Extensions cannot continue beyond the start of the following session, and students should be aware that long extensions may impact graduation dates.

## Student Support

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

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

## Learning Skills

Learning Skills ([mq.edu.au/learningskills](https://mq.edu.au/learningskills)) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

## Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

## Student Enquiries

For all student enquiries, visit Student Connect at [ask.mq.edu.au](https://ask.mq.edu.au)

## 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.

## Graduate Capabilities

### Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

### Learning outcomes

- Apply the knowledge gained through critical evaluation and analysis of other writers to the production of student's own texts in both written and oral contexts.
- Work co-operatively in teams to present discipline related concepts, both visually and orally.

### Assessment task

- 3. Group Video Presentation

## Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

### Learning outcomes

- Analyse the purpose and language strategies of disciplinary and professional texts.
- Apply the knowledge gained through critical evaluation and analysis of other writers to the production of student's own texts in both written and oral contexts.
- Work co-operatively in teams to present discipline related concepts, both visually and orally.
- Carry out directed reflection on the learning experience of the unit.

### Assessment tasks

- 2. Business Report
- 3. Group Video Presentation

## Commitment to Continuous Learning

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally and socially.

This graduate capability is supported by:

### Learning outcome

- Carry out directed reflection on the learning experience of the unit.

### Assessment task

- 4. Guided Reflection

## Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific



knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

## **Learning outcomes**

- Read efficiently to gather, interpret, synthesise and apply concepts from discipline-specific sources.
- Critically evaluate information and ideas relevant to business and economics related disciplines.
- Analyse the purpose and language strategies of disciplinary and professional texts.
- Apply the knowledge gained through critical evaluation and analysis of other writers to the production of student's own texts in both written and oral contexts.
- Work co-operatively in teams to present discipline related concepts, both visually and orally.
- Carry out directed reflection on the learning experience of the unit.

## **Assessment tasks**

- 2. Business Report
- 3. Group Video Presentation
- 4. Guided Reflection

## **Critical, Analytical and Integrative Thinking**

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

## **Learning outcomes**

- Read efficiently to gather, interpret, synthesise and apply concepts from discipline-specific sources.
- Critically evaluate information and ideas relevant to business and economics related disciplines.
- Analyse the purpose and language strategies of disciplinary and professional texts.
- Apply the knowledge gained through critical evaluation and analysis of other writers to the production of student's own texts in both written and oral contexts.
- Work co-operatively in teams to present discipline related concepts, both visually and

orally.

- Carry out directed reflection on the learning experience of the unit.

## **Assessment tasks**

- 1. Integrative Summary
- 2. Business Report
- 3. Group Video Presentation
- 4. Guided Reflection

## **Problem Solving and Research Capability**

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

## **Learning outcomes**

- Read efficiently to gather, interpret, synthesise and apply concepts from discipline-specific sources.
- Critically evaluate information and ideas relevant to business and economics related disciplines.
- Apply the knowledge gained through critical evaluation and analysis of other writers to the production of student's own texts in both written and oral contexts.
- Work co-operatively in teams to present discipline related concepts, both visually and orally.
- Carry out directed reflection on the learning experience of the unit.

## **Assessment tasks**

- 2. Business Report
- 3. Group Video Presentation
- 4. Guided Reflection

## **Effective Communication**

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

## **Learning outcomes**

- Read efficiently to gather, interpret, synthesise and apply concepts from discipline-specific sources.
- Critically evaluate information and ideas relevant to business and economics related disciplines.
- Analyse the purpose and language strategies of disciplinary and professional texts.
- Apply the knowledge gained through critical evaluation and analysis of other writers to the production of student's own texts in both written and oral contexts.
- Work co-operatively in teams to present discipline related concepts, both visually and orally.
- Carry out directed reflection on the learning experience of the unit.

## **Assessment tasks**

- 1. Integrative Summary
- 2. Business Report
- 3. Group Video Presentation
- 4. Guided Reflection

## **Engaged and Ethical Local and Global citizens**

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

## **Learning outcomes**

- Critically evaluate information and ideas relevant to business and economics related disciplines.
- Apply the knowledge gained through critical evaluation and analysis of other writers to the production of student's own texts in both written and oral contexts.
- Work co-operatively in teams to present discipline related concepts, both visually and orally.

## **Assessment tasks**

- 2. Business Report

- 3. Group Video Presentation

## Socially and Environmentally Active and Responsible

We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.

This graduate capability is supported by:

### Learning outcomes

- Critically evaluate information and ideas relevant to business and economics related disciplines.
- Apply the knowledge gained through critical evaluation and analysis of other writers to the production of student's own texts in both written and oral contexts.

### Assessment tasks

- 2. Business Report
- 3. Group Video Presentation

## Changes from Previous Offering

Assessment Task 2 has been changed from a Research Report to a Business Report.