



UNIT OUTLINE

Business Communications

UNIT CODE & TITLE	BS621 Business Communications
AUTHOR	Sam Henson and Lindon Marks
SCHOOL	School of Business
COURSE	Bachelor of Business
PREREQUISITE	None
COREQUISITE	None
DURATION	One teaching period
CREDIT POINTS	15

OBJECTIVES

This unit is designed to enable students to:

Knowledge

- Understand the communication process.
- Identify appropriate communication strategies in a business setting.
- Understand the principles underpinning interpersonal skills, including listening, non-verbal communication, negotiation and conflict resolution.
- Develop an awareness of the writing process as it applies to business.

Skills

- Determine appropriate written communication styles.
- Develop skills in preparing and writing appropriate business communications.
- Write, or edit, workplace documents according to the principles of plain English.
- Develop skills in researching and planning complex documents.
- Develop interpersonal skills that facilitate communication.
- Take responsibility for their own learning.

Attitudes

- Appreciate the complexity of human behaviour and its impact on effective communication.
- Value the importance of both formal and informal communications in business.
- Appreciate that learning about communication is a lifelong process.
- Value the ability to evaluate information presented in a business environment.
- Value effective communication as an essential aspect of conducting business.

CONTENT

Topics will include:

- An introduction to communications theory and process
- Interpersonal and non-verbal communication
- Researching and planning complex documents
- Business writing styles and formats
- Writing in plain English
- Electronic business communications

LEARNING TASKS AND ASSESSMENT

Learning Task	Assessment (grading)	Weighting
Preparation of report	Written report	30%
Preparation of written and/or oral exercises	Class activities: written and/or oral exercises	40%
Preparation for examination	Examination	40%

METHODOLOGY

This unit will involve lectures, interactive tutorials and a significant block of private study. Class sessions will be mainly used for discussions to clarify concepts, ideas and methods. In-class and out-of-class exercises will be included in the unit.

REFERENCES

- Beck, C.E. (1999). *Managerial communication: Bridging theory and practice*. Upper Saddle River, N.J.: Prentice Hall.
- Dwyer, J. (1999). *Communication in business: Strategies and skills*. Sydney: Prentice Hall.
- FitzGerald, S. S. (1999). *Schaum's quick guide to great business writing: How to write letters, papers, memos and job applications*. New York: McGraw Hill.
- Nutting, J.& White, G. (1990). *The business of communicating* (2nd ed.). Sydney: McGraw-Hill.