



CHRISTIAN HERITAGE COLLEGE

BZ101

BUSINESS COMMUNICATION

This sample unit outline is provided by CHC for prospective and current students to assist with unit selection.

Elements of this outline which may change with subsequent offerings of the unit include Content, Required Texts, Recommended Readings and details of the Assessment Tasks.

Students who are currently enrolled in this unit should obtain the outline for the relevant semester from the unit lecturer.

Unit code	BZ101			
Unit name	Business Communication			
Associated higher education awards	Diploma of Business Associate Degree in Business Bachelor of Business			
Duration	One semester			
Level	Introductory			
Unit Coordinator	Wendy Collins			
Core/Elective	Core - Diploma of Business Core - Associate Degree in Business Core - Bachelor of Business			
Weighting	Unit credit points: 10 Course credit points: 80 - Diploma of Business 160 - Associate Degree in Business 240 - Bachelor of Business			
Student workload	Face to face on site	External		
	Contact hours	39	Engagement with study materials	90
	Reading, study, and preparation	59	Assignment preparation	60
	Assignment preparation	52	TOTAL	150
	TOTAL	150		
	Students requiring additional English language support are expected to undertake an additional 1 hour per week			
Delivery mode	Face to face on site External			
Prerequisites/ Corequisites/ Restrictions	Nil			
Specialist resource requirements	Nil			
Prescribed text(s)	Eunson, B. (2012). <i>Communicating in the 21st century</i> (3 rd ed.). Milton, QLD: Wiley.			

<p>Recommended readings</p>	<p>Books</p> <p>Baker, E. (2002). <i>Working communication</i>. Milton, QLD: John Wiley and Sons.</p> <p>Dwyer, J. (2008). <i>Communication in business: Strategies and skills</i> (4th ed.). Frenchs Forest, NSW: Pearson/Prentice Hall.</p> <p>Dwyer, J. (2012). <i>The business communication handbook</i> (9th ed.). Frenchs Forest, NSW: Pearson.</p> <p>Eunson, B. (2007). <i>Business writing</i>. Milton, QLD: John Wiley and Sons.</p> <p>McKenna, B., Thomas, G., Waddell, N., & Barry, M. (2008). <i>Corporate communications: Effective techniques for business</i> (2nd ed.). South Melbourne, VIC: Cengage.</p> <p>Mohan, T., McGregor, H., Saunders, S., & Arhee, R. (2008). <i>Communicating as professionals</i>. South Melbourne, VIC: Cengage Learning.</p> <p>Munter, M. (2011). <i>Guide to managerial communication</i>. Paramus, NJ: Prentice Hall.</p> <p>Summers, J., & Smith, B. (2009). <i>Communication skills handbook</i>. Milton, QLD: John Wiley and Sons.</p> <p>Tyler, S., Kossen, C., & Ryan, C. (2005). <i>Communication: A foundation course</i> (2nd ed.). Frenchs Forest, NSW: Pearson Australia.</p> <p>Journals and Periodicals</p> <p><i>Harvard Business Review</i></p> <p><i>Management Today</i></p> <p>Websites</p> <p><i>Harvard Business Review</i>: http://hbr.org/magazine</p> <p><i>Management Today</i>: http://www.aim.com.au/publications/managementtoday.html</p> <p>In addition to the resources above, students should have access to a Bible, preferably a modern translation such as <i>The Holy Bible: The New International Version 2011</i> (NIV 2011) or <i>The Holy Bible: New King James Version</i> (NKJV).</p> <p>These and others translations may be accessed free on-line at http://www.biblegateway.com. The Bible app from LifeChurch.tv is also available free for smart phones and tablet devices.</p>
<p>Content</p>	<ol style="list-style-type: none"> 1. Introduction to communication and document design 2. Writing business letters and memos 3. The role of research and planning; Referencing - in-class research activity; Argument, logic and persuasion 4. Academic writing: The essay 5. Writing long reports and proposals 6. Interpersonal skills 1-2: Emotional intelligence; Self-talk and assertiveness; Listening, questioning and feedback 7. Non-verbal communication 8. On-line writing; Public communication 9. Meetings and job interviews 10. Communicating with customers intercultural communication 11. Negotiation skills; Conflict management 12. Oral communication 13. Oral presentations

Learning outcomes	<p>On completion of this unit, students will have demonstrated that they can:</p> <ol style="list-style-type: none"> 1. Describe the communication process and utilise the elements of communication, their interrelated complexities and the difficulties of communication methods; 2. Discuss interpersonal skills and their application in areas including interviewing, staff selection, conflict management, negotiating, teamwork and public relations; 3. Explain various forms, styles and application of communication in academic, social and business environments; 4. Discuss new and emerging communication forms in the business environment; and 5. Communicate at an appropriate tertiary standard: with special attention to design elements, grammar, usage, logical relations, style, presentation and referencing.
Assessment tasks	<p>Task 1: Business report</p> <p>Word Length/Duration: 750-1000</p> <p>Weighting: 10%</p> <p>Learning Outcomes: 1, 3, 5</p> <p>Assessed: Week 6</p> <p>Task 2: Business presentation - Oral presentation and Written report</p> <p>Word Length/Duration: 15 minutes - Oral presentation 2000 words - Written report</p> <p>Weighting: 10% - Oral presentation 30% - Written report</p> <p>Learning Outcomes: 1-5</p> <p>Assessed: Weeks 12-13</p> <p>Task 3: Final examination</p> <p>Word Length/Duration: 3 hours</p> <p>Weighting: 50%</p> <p>Learning Outcomes: 1-4</p> <p>Assessed: Week 15</p>