MGMT2100
Communication for Business
Semester 2, 2014

The primary aim of this course is to provide students with the skills and knowledge of communication in the business environment. These skills will contribute to professional graduate attributes and assist with the transition to, or back to, the workforce. There is a strong focus on the understanding the theory of communication in the business context and its application to effective business writing at a high level, persuasive and appropriate verbal and non-verbal communication, and interpersonal skills across teams and cultures.

<table>
<thead>
<tr>
<th>Mode of Delivery</th>
<th>On campus</th>
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<tbody>
<tr>
<td></td>
<td>1 x 2 hour lecture per week [Friday 9.00AM-11.00AM, MCC T2]</td>
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<tr>
<td></td>
<td>1 x 1 hour tutorial per week</td>
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| Prerequisites | None |
| Incompatible Courses | MGMT1001 Business Communication Skills |
| Course Convenor: | Dr. Deshani Ganegoda |
| Lecturers: | Dr. Deshani Ganegoda |
|              | Dr. Sarbari Bordia |
| Phone: | +61 2 61256180 |
| Email: | mgmt2100@anu.edu.au (preferred method of contact) |
| Office hours for student consultation: | By appointment |
| Research Interests | Organisational Behaviour |
| Student administrator/s | RSM Student Office (Monday to Friday 9am to 5pm) |
COURSE OVERVIEW

Learning Outcomes

Upon successful completion of the requirements for this course, students will be able to:
1. Communicate successfully in the workplace, verbally and non-verbally;
2. Develop critical thinking and analytical skills;
3. Produce effective professional documents;
4. Successfully use negotiation skills in business settings;
5. Apply problem solving strategies to handle customer complaints and difficult situations; and
6. Successfully use persuasion strategies in leading others.

Proposed Assessment (Summary): Assessment for this course will be confirmed after consultation with students at the first lecture of the semester. If there are any changes to the assessment, those changes will be publicised on Wattle.

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Value</th>
<th>Due Date</th>
<th>Linked Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Job Application</td>
<td>10%</td>
<td>25th of August, 4.00pm</td>
<td>LO1 &amp; LO3</td>
</tr>
<tr>
<td>2. Long Report</td>
<td>30%</td>
<td>30th of September, 4.00pm</td>
<td>LO1, LO2, &amp; LO3</td>
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<tr>
<td>3. Case Analysis and Presentation</td>
<td>20%</td>
<td>Weeks 11 &amp; 12</td>
<td>LO1, LO2, LO5, &amp; LO6</td>
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<tr>
<td>4. In-class Tutorial Activities</td>
<td>10%</td>
<td>Throughout the semester</td>
<td>LO1, LO2, LO3, LO4, LO5, &amp; LO6</td>
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<tr>
<td>5. Final Exam</td>
<td>30%</td>
<td>N/A</td>
<td>LO1 &amp; LO2</td>
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Research-Led Teaching

This course allows students to develop communication skills experientially and to understand communication in useful research-based analytical frameworks. The course introduces students to the latest scholarly research on business communication, and illustrates ways in which evidence-based strategies can be developed to improve business communication.
Feedback

Staff Feedback
Students will be given feedback in the following forms in this course:

1. Written comments
2. Verbal comments
3. Feedback to the whole class

Student Feedback
ANU is committed to the demonstration of educational excellence and regularly seeks feedback from students. One of the key formal ways students have to provide feedback is through Student Experience of Learning Support (SELS) surveys. The feedback given in these surveys is anonymous and provides the Colleges, University Education Committee and Academic Board with opportunities to recognize excellent teaching, and opportunities for improvement.

For more information on student surveys at ANU and reports on the feedback provided on ANU courses, go to:

http://unistats.anu.edu.au/surveys/selt/students/ and
http://unistats.anu.edu.au/surveys/selt/results/learning/

Policies
ANU has educational policies, procedures and guidelines, which are designed to ensure that staff and students are aware of the University’s academic standards, and implement them. You can find the University’s education policies and an explanatory glossary at: http://policies.anu.edu.au/

Students are expected to have read the Code of Practice for Student Academic Integrity before the commencement of their course.

Key policies include:

- Student Assessment (Coursework)
- Student Surveys and Evaluations
- Assessment of Student Learning
### COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Required student preparation (readings for lectures)</th>
<th>Assignment Deadlines</th>
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<tbody>
<tr>
<td><strong>Week 1</strong> 21 July</td>
<td><strong>NOTE: A lecture will be held in Week 1.</strong> Critical thinking and evidence-based management. [Tutorials will NOT be held in Week 1.] Lecturer: Dr. Deshani Ganegoda</td>
<td>Read Course Outline Ch 1 Selected readings will be posted on Wattle</td>
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<tr>
<td><strong>Week 2</strong> 28 July</td>
<td>Communication theory Lecturer: Dr. Sarbari Bordia</td>
<td>Ch 3</td>
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<tr>
<td><strong>Week 3</strong> 4 August</td>
<td>Letters, memos, and emails Lecturer: Dr. Sarbari Bordia</td>
<td>See assigned readings on Wattle</td>
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</tr>
<tr>
<td><strong>Week 4</strong> 11 August</td>
<td>Finding, applying, and being interviewed for a job Lecturer: Dr. Deshani Ganegoda</td>
<td>Ch 10</td>
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</tr>
<tr>
<td><strong>Week 5</strong> 18 August</td>
<td>Essay writing, literature reviews, and referencing Lecturer: Dr. Sarbari Bordia</td>
<td>Ch 2</td>
<td></td>
</tr>
<tr>
<td><strong>Week 6</strong> 25 August</td>
<td>Reports, business proposals and oral presentations Lecturer: Dr. Sarbari Bordia</td>
<td>Ch 4 &amp; 5 <strong>Job Application due</strong></td>
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<tr>
<td><strong>Week 7</strong> 1 September</td>
<td>Communication in leadership Lecturer: Dr. Deshani Ganegoda</td>
<td>Ch 6 See assigned readings on Wattle</td>
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<td><strong>SEMESTER BREAK</strong></td>
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<tr>
<td><strong>Week 8</strong> 22 September</td>
<td>Power and politics Lecturer: Dr. Deshani Ganegoda</td>
<td>Ch 7</td>
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<tr>
<td><strong>Week 9</strong> 29 September</td>
<td>Negotiation and conflict management Lecturer: Dr. Deshani Ganegoda</td>
<td>Ch 8 <strong>Long Report due</strong></td>
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</tr>
<tr>
<td><strong>Week 10</strong> 6 October</td>
<td>Delivering bad news: Apologies and service recovery strategies Lecturer: Dr. Deshani Ganegoda</td>
<td>Ch 9 See assigned readings on Wattle</td>
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<tr>
<td><strong>Week 11</strong> 13 October</td>
<td>Role of emotions in communication Lecturer: Dr. Deshani Ganegoda</td>
<td>See assigned readings on Wattle <strong>Presentations</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Week 12</strong> 20 October</td>
<td>Inter-cultural communication Lecturer: Dr. Sarbari Bordia</td>
<td>Ch 11 <strong>Presentations</strong></td>
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<tr>
<td>Week 13</td>
<td>Communicating in teams</td>
<td>Ch 12</td>
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<tr>
<td>27 October</td>
<td>Lecturer: Dr. Sarbari Bordia</td>
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ASSESSMENT REQUIREMENTS

**Assessment Task 1: Job Application (Individual assessment)**

**Details of task:** This assessment is designed for you to develop the ability to make contact with potential employers, state your interest in a job position clearly, and explain why your skills, qualifications and experience match the position. To complete this assessment, students are required to (1) select a job advertisement you are likely to apply after you; (2) assume that you have completed your degree and prepare a resume that is appropriate for the position; and (3) draft a cover letter that showcases the resume.

**Assessment Rubric:** See the marking criteria on Wattle  
**Value:** 10%

**Submission requirements:** Students must submit a softcopy of the assignment via Wattle by **4.00pm, Monday the 25th of August.** You must keep a copy of your assignment for your records.  
**Estimated return date:** Week 8 via Wattle

**Assessment Task 2: Long Report (Individual assessment)**

**Details of task:** Students are required to produce a long report after analysing a case study. The case study and question will be posted on Wattle. The document should be formatted as follows: Times New Roman 12 font, 1.5 spacing, and 1 inch margins all around.

**Assessment Rubric:** See the marking criteria on Wattle  
**Word limit:** 2000 words (with a +/-10% leeway; students will lose 1 point for every 100 words beyond the +10% margin—e.g., an essay with 2201 words will incur a 1 point penalty, an essay with 2301 words will incur a 2 point penalty)  
**Value:** 30%

**Submission requirements:** Students must submit a softcopy of the assignment via Wattle by **4.00pm, Tuesday the 30th of September.** You must keep a copy of your assignment for your records.  
**Estimated return date:** Week 13 via Wattle

**Assessment Task 3: Group Presentation (Individual and group assessment)**

**Details of task:** Students in each tutorial will be divided into teams of 4-5 students (depending on the total number of students in each class). For the purpose of the
assignment, each team will be asked to assume the role of a management consultancy firm specialising in Business Communication. Each team must have a name and a slogan for its consultancy. Your classmates will represent a group of business executives who have hired your consultancy firm to solve a communication problem within their company. Each group will be given a unique communication problem to solve in Week 7. Your task, as a group, is to develop an evidence-based strategy to overcome the communication problem you are given and present it to your audience. The team should present for a total of 15 minutes, with each member presenting for an equal amount of time. You are encouraged to use appropriate visual and/or audio aids in your presentation. Each presentation will end with a 2-minute Q&A session. Each group must supply a copy of any visual aids and/or handouts to the tutor at the time of the presentation (you do not need to submit softcopies). This copy should include a title page with the name of your consultancy firm and the names of your team members.

**Assessment Rubric:** See the marking criteria on Wattle

**Value:** 20%

**Presentation requirements:** Students will do their presentations during Week 11 and 12.

**Estimated return date:** Week 13

**Assessment Task 4: In-class Tutorial Exercises (Individual assessment)**

**Details of task:** Students will be allocated 1 mark for completing weekly tutorial exercises (not applicable for the two weeks of presentations). In order to complete the weekly tutorial exercises, students are expected to read the lecture and reading materials before attending the tutorials.

**Value:** 10%

**Assessment Task 5: Final Exam (2-hours; Individual assessment)**

**Details of task:** The exam will include 60 multiple-choice questions. These questions will be related to the chapters covered before the exam and will come from the class lectures, discussions, and the textbook. The final exam is cumulative. Students are responsible for bringing their own pencils to the exam. Multiple-choice question answer sheets will be provided. **Students must pass the final exam to pass the course.**

**Value:** 30%

The timing of the final exam is scheduled by the central examinations of the university (not the course instructor), see: http://timetable.anu.edu.au/exams/

Applications for a Special Examination can be made with the appropriate form: http://cbe.anu.edu.au/college/schools-centres/rsm/student-resources/forms/

Identify your Assignment with your Student Number only
When submitting your assignment please ensure that it contains your student number in the file name and on the first page. Please do not put your name anywhere in your assignment.

Use of Assignments as exemplars and grade moderation

An important resource for enhancing educational quality is a stock of student work, which can be de-identified and used as exemplars for future students in ANU courses, and for grade moderation exercises for teaching staff. If you do not wish your assignment to be used for such purposes please include a note to that effect on the front page of the assignment.

Late submission of Assignments

If an assignment is submitted after the due date it will not be marked unless an application for Special Consideration is approved. An application for Special Consideration must:

- where relevant include a medical report completed by a medical practitioner (an ordinary "medical certificate" is not sufficient);
- include a copy of as much of the assignment as has been completed by the due time and date; and
- be submitted as soon as practicable, preferably before or on the due date.

In general, a successful application for Special Consideration will result in the marking of the work completed at the due date with some upward adjustment of the mark, rather than an extension of time. However, in extenuating circumstances, supported by appropriate documentation, an extension may be granted.

Note that decisions about Special Consideration are not made by the teaching staff for this course.

Presentations: Students, as a group, will lose 1 point for every 2-minutes they present over time. If a student is not present in the class when his/her group is called for presentation, he/she will miss the opportunity to present and will get a zero for the assessment.

Tutorial exercises: There are no supplementary tutorial exercises.

Returning assignments
Feedback on job application and long report will be given via Wattle. Presentation feedback sheets will be returned to students in tutorials.

Resubmission of assignments
Students will not be able to resubmit their assignments for this course.

Referencing requirements
Students must use the Harvard Referencing style for all written assignments. See https://academicskills.anu.edu.au/resources/listing/142

Finalisation of Marks and Grades

After marking is concluded the lecturer will submit a report to the Committee of Examiners for the course recommending final marks and letter grades for each student. The Committee comprises, at a minimum, the Director of the Research School of Management, the lecturer, and at least one second examiner. The lecturer’s recommendations are based on the points accumulated by each student and judgments about individual student performance, guided by the ANU Policy on Coursework Assessment:


The Director of the Research School of Management then forwards the marks and grades to the Executive of the College of Business and Economics for final approval.

Announcements

It is the students’ responsibility to check the Wattle site for announcements about this course (e.g., changes to course outline, timetable, or notifications of cancellations). Notifications of emergency cancellations of lectures or tutorials will be posted on the door of the relevant room.

Workload

Students taking this course are expected to commit at least 10 hours a week to completing the work. This will include:

- 1 x 2 hour lecture
- 1 x 1 hour tutorial
- individual assignments
- private study
- keeping up to date with announcements via Wattle and your official ANU email account

Prescribed Texts and Reference Materials

Prescribed Texts


Selected readings will be provided in tutorials and on Wattle.

Tutorial signup

Tutorial registration for this course will be done via the Wattle course site during the first week of Semester. More information will be provided during the first lecture/seminar.

Support for Students
The University offers a number of support services for students. Information on these is available online from http://students.anu.edu.au/studentlife/