COMMUNICATION FOR BUSINESS MGMT-2100

Semester 1 2016  6 Units

In Person Delivery  Modified 09/02/2016

CONTACT INFORMATION

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DESCRIPTION

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.

Requisites

You are not able to enrol in this course if you have completed MGMT1001 (http://programsandcourses.anu.edu.au/2016/course/MGMT1001)

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.

SCHEDULE

Mode of Delivery:

On campus (2-hour lectures and 1-hour tutorials)

Lecture time:

MONDAY, 4-6pm
Copland Theatre

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 recognise 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/.

### Course schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Required student preparation (readings for lectures)</th>
<th>Assignment Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Evidence-based management and communication theory</td>
<td></td>
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</tr>
<tr>
<td>15 Feb</td>
<td>NOTE: A lecture will be held in Week 1.</td>
<td>Read Course Outline</td>
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<tr>
<td></td>
<td>[Tutorials will NOT be held in Week 1.]</td>
<td>Ch 1 &amp; 3 Selected readings will be posted on Wattle</td>
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<tr>
<td>Week 2</td>
<td>Finding and applying for a job</td>
<td>Ch 10</td>
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<tr>
<td>22 Feb</td>
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<tr>
<td>Week 3</td>
<td>Interviews and persuasive presentations</td>
<td>Ch 5</td>
<td></td>
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<tr>
<td>29 Feb</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Week 4</td>
<td>Effective business writing</td>
<td>Ch 2 &amp; Ch 4</td>
<td></td>
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<tr>
<td>7 Mar</td>
<td></td>
<td></td>
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<tr>
<td>Week 5</td>
<td>Communication in leadership (a pre-recorded lecture will be available on Wattle)</td>
<td>Ch 6</td>
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<tr>
<td>14 Mar</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>(Public Holiday)</td>
<td></td>
<td></td>
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<tr>
<td>Week 6</td>
<td>Power and politics</td>
<td>Ch 7</td>
<td>Job Application due</td>
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<tr>
<td>21 Mar</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week</td>
<td>Topic</td>
<td>Required student preparation (readings for lectures)</td>
<td>Assignment Deadlines</td>
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<tr>
<td>Week 7</td>
<td>Negotiation and conflict management (a pre-recorded lecture will be available on Wattle)</td>
<td>Ch 8</td>
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<tr>
<td>28 Mar</td>
<td>Semester Break</td>
<td></td>
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<tr>
<td>(Public Holiday)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 8</td>
<td>Delivering bad news: Apologies and service recovery strategies</td>
<td>Ch 7</td>
<td>Long Report due</td>
</tr>
<tr>
<td>18 April</td>
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<tr>
<td>Week 9</td>
<td>The role of emotions in communication (a pre-recorded lecture will be available on Wattle)</td>
<td>Ch 8</td>
<td>Presentations</td>
</tr>
<tr>
<td>25 April</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>(Public Holiday)</td>
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<td></td>
<td></td>
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<tr>
<td>Week 10</td>
<td>Language strategy</td>
<td>Ch 9</td>
<td>Presentations</td>
</tr>
<tr>
<td>2 May</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Week 11</td>
<td>New developments in business communication</td>
<td>See assigned readings on Wattle</td>
<td>Presentations</td>
</tr>
<tr>
<td>9 May</td>
<td></td>
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</tr>
<tr>
<td>Week 12</td>
<td>Inter-cultural communication</td>
<td>Ch 11</td>
<td>Presentation feedback will be given in the final tutorial</td>
</tr>
<tr>
<td>16 May</td>
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</tr>
<tr>
<td>Week 13</td>
<td>Review</td>
<td>Ch 12</td>
<td></td>
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<tr>
<td>23 May</td>
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</tr>
</tbody>
</table>

**MATERIALS**

**ASSESSMENT OVERVIEW**

### Summary

<table>
<thead>
<tr>
<th>Type</th>
<th>Weight</th>
<th>Learning Outcome</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Application</td>
<td>10%</td>
<td>LO1, LO3</td>
<td>Due date: March 21, 4.00PM (Week 6)</td>
</tr>
<tr>
<td>Long Report</td>
<td>30%</td>
<td>LO1, LO2, LO3</td>
<td>Due date: April 26, 4.00PM (Week 9)</td>
</tr>
<tr>
<td>Case Analysis &amp; Presentation</td>
<td>20%</td>
<td>LO1, LO2, LO5, LO6</td>
<td>Due date: Weeks 11 &amp; 12</td>
</tr>
<tr>
<td>In-class Tutorial Activities</td>
<td>10%</td>
<td>LO1, LO2, LO3, LO4, LO5, LO6</td>
<td>Throughout the semester</td>
</tr>
<tr>
<td>Final Exam</td>
<td>30%</td>
<td>LO1, LO2</td>
<td>During the examination period 2-18 June 2016</td>
</tr>
</tbody>
</table>

### Grading Scale

According to the ANU policy on assessment ([https://policies.anu.edu.au/ppl/document/ANUP_004603](https://policies.anu.edu.au/ppl/document/ANUP_004603)), the standards that apply to High Distinction, Distinction, Credit and Pass in all coursework courses are as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>HD</td>
<td>80-100%</td>
<td>Work of exceptional quality, as demonstrated in the attainment of learning outcomes at or above the relevant qualification level</td>
</tr>
<tr>
<td>D</td>
<td>70-79%</td>
<td>Work of superior quality, as demonstrated in the attainment of learning outcomes at or above the relevant qualification level</td>
</tr>
<tr>
<td>C</td>
<td>60-69%</td>
<td>Work of good quality, as demonstrated in the attainment of learning outcomes at or above the relevant qualification level</td>
</tr>
<tr>
<td>P</td>
<td>50-59%</td>
<td>Work of satisfactory quality, as demonstrated in the attainment of learning outcomes at or above the relevant qualification level</td>
</tr>
</tbody>
</table>
ASSESSMENT ITEMS

Assessment Details

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, 21 March (Week 6). 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, 26 April (Week 9). 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 Weeks 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/ (http://cbe.anu.edu.au/college/schools-centres/rsm/student-resources/forms/)
COURSE EXPECTATIONS

Announcements

Students are expected to check the Wattle site for announcements about this course, e.g. changes to timetables or notifications of cancellations. Notifications of emergency cancellations of lectures or tutorials will be posted on the door of the relevant room.

Tutorial and/or Seminar registration

Tutorial and/or Seminar registration is done through the course Wattle page. Detailed information about sign-up times will be provided on Wattle or during the first lecture by the course convener.

When tutorials/seminars are available for enrolment:
1. Log-on to Wattle, and go to the course site.
2. Click on "Tutorial sign-up here" link
3. On the right of the screen, click "Become Member of ..." for the tutorial/seminar class you wish to enrol in.
4. Confirm your choice.

If you need to change your enrolment, click on the tab "Leave group..." and then re-enrol in another group.

You will not be able to enrol in groups that have reached their maximum number.

Please note that your enrolment in ISIS must be finalised for you to have Wattle access.

Extensions and penalties


You may be granted extensions for assessment pieces that are not examinations or take-home examinations by applying for special consideration.

Late submission of assessment tasks without an extension are penalised at the rate of 5% of the possible marks available per working day or part thereof. Late submission of assessment tasks is not accepted 10 working days after the due date, or on or after the date specified in the course outline for the return of the assessment item.

If a course convener determines that late submission of assessment tasks is not accepted for a coursework course, this information is included in the course outline.

Special consideration for assessments

Students who are unable to submit their assessment by the due date may be eligible for an
extension if supported by an Application for Special Consideration.

Information on special assessment consideration can be found at: http://www.anu.edu.au/students/program-administration/assessments-exams/special-assessment-consideration.

Special Consideration applications must be completed before the due date of the affected assessment. In exceptional circumstances applications for an extension may be accepted up to three working days after the due date of the affected assessment.

The application must include all supporting documentation and include a copy of as much of the assignment as has been completed by the due time and date.

Special consideration applications must be submitted online at special.consideration@anu.edu.au (cdn-cgi/l/email-protection#a3d0d3c6c0cac2cf8dc0cccd0cac7c6d1c2d7caccde3c2cdd8dc6c7d68dc2d6).

You will be notified by your lecturer if an extension has been approved.

**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.

**Resubmission of assignments**

You are allowed to resubmit your assignments before the specific deadlines. Any submission done after the deadline will be considered as a late submission and the above listed penalty conditions will apply.

**Returning assignments**

All assignments will be marked and where appropriate feedback will be provided either:

- in class,
- in person by appointment with the course lecturer, or
- via the course Wattle site.

**Referencing requirements**

See any specific requirements under Assessment Items.

The Harvard or Oxford referencing styles are to be used. Links to documentation on proper referencing methods are available on the course website or from the ANU Library website: http://anulib.anu.edu.au/lib_home.html (http://anulib.anu.edu.au/lib_home.html)
Deferred examinations

A deferred examination is the sitting of an examination at a time other than the scheduled time/date.

Wherever possible a student should sit their examination at the prescribed time, and if necessary apply for special assessment consideration (http://www.anu.edu.au/students/program-administration/assessments-exams/special-assessment-consideration) for the marking of the examination. To apply for a deferred examination:

- Complete the form at http://www.anu.edu.au/students/program-administration/assessments-exams/deferred-examinations
- Scan and attach all supporting documentation
- Email to examinations.officer@anu.edu.au
  (mailto:deferred.examinations@anu.edu.au)

Submit completed application no later than three working days after the scheduled examination.

Decisions on applications relating to final examinations are made by the Examinations Office.

After receiving notification that a deferred examination has been granted, it is the responsibility of the student to confirm the date/time/location for that examination with the relevant ANU College or School.

Finalisation of Marks and Grades

Your final mark for the course will be based on the raw marks allocated for each of your assessment items. However, your final mark may not be the same number as produce by that formula, as marks may be scaled. Any scaling applied will preserve the rank order of raw marks (i.e. if your raw mark exceeds that of another student, then your scaled mark will exceed the scaled mark of that student), and may be either up or down.

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.

ANU 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/ (http://policies.anu.edu.au/)
Key policies include:

- Code of Practice for Student Academic Integrity
- Student Assessment (Coursework) Policy and Procedure
- Undergraduate Award Rules
- Graduate Award Rules
- Student Surveys and Evaluations Policy

Academic Integrity

Students are expected to have read the ANU’s Code of Practice for Student Academic Integrity before the commencement of their course. (https://policies.anu.edu.au/ppl/document/ANUP_000392)

The following is an extract from the Code of Practice for Student Academic Integrity:

Any work by a student of the Australian National University must be work:

- that is original
- that is produced for the purposes of a particular assessment task
- that gives appropriate acknowledgement of the ideas, scholarship and intellectual property of others insofar as these have been used.

It is the responsibility of each individual student to ensure that:

- they are familiar with the expectations for academic integrity both in general, and in the specific context of particular disciplines or courses
- work submitted for assessment is genuine and original
- appropriate acknowledgement and citation is given to the work of others
- they declare their understanding of and compliance with the principles of academic integrity on appropriate pro formas and cover sheets as required by the academic area, or by a statement prefacing or attached to a thesis
- they do not knowingly assist other students in academically dishonest practice.

All breaches, careless or deliberate, are addressed. Careless breaches are addressed through academic penalties, such as deduction of marks and resubmission. Deliberate breaches are subject to action under the Discipline Rules of the ANU (http://about.anu.edu.au/__documents/rules/disciplinerules.pdf).

Penalties for a deliberate breach may include failing the piece of work involved, failing the course, or having candidature terminated.

Further information can be found at http://academichonesty.anu.edu.au/ (http://academichonesty.anu.edu.au/)

Assessment Requirements

Where possible, assessment items are submitted online through Turnitin. The ANU is using Turnitin to enhance student citation and referencing techniques, and to assess assignment submissions as a component of the University’s approach to managing Academic Integrity.

For additional information regarding Turnitin please visit the ANU Online website (http://online.anu.edu.au/help_support/turnitin)
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 recognise excellent teaching, and opportunities for improvement.


Student Support Services

Students experiencing academic or personal problems are welcome to discuss these with any member of the Faculty or to utilise the ANU’s student support services links to which can be found at http://students.anu.edu.au/ (http://students.anu.edu.au/), including:

- the Counselling Centre at http://counselling.anu.edu.au/ (http://counselling.anu.edu.au/)

Library

- Information about the library can be found at http://anulib.anu.edu.au (http://anulib.anu.edu.au/)  
- (http://anulib.anu.edu.au/about/open/)For free training in information skills and computer skills see http://anulib.anu.edu.au/research-learn (http://anulib.anu.edu.au/research-learn)/