Unit Outline

MGMT8610

Applied Professional Business Communications

Semester 2, 2011

Crawley

Ms Kaye Haddrill

Business School

www.business.uwa.edu.au

* This Unit Outline should be read in conjunction with the Business School Unit Outline Supplement available on the Current Students web site http://www.business.uwa.edu.au/students
UNIT DESCRIPTION

Introduction

Welcome to MGMT8610 – Applied Professional Business Communications.

This unit has been designed to assist UWA postgraduate students develop their communications and information skills.

The ability to communicate effectively is consistently cited by employers as the single, most important skill required in a business graduate. At the same time, the two key accounting bodies in Australia, CPA Australia and the Institute of Chartered Accountants in Australia have in their accreditation guidelines emphasised the need for graduates to be able to write and speak clearly and precisely.

This unit will help students develop their communications skills to enable them to communicate confidently and professionally in a business environment. Students will learn to produce key business documents as well as professional presentations. Additionally, the unit will explore researching and referencing skills. Students will improve these skills and be better prepared for their university studies and the working environment after completing their studies.

This unit is coordinated by Kaye Haddrill. Kaye has worked for over 16 years in the tertiary education environment including nine years as a lecturer in Business Schools in Western Australia and South Australia. In these roles Kaye coordinated and taught a range of knowledge-based and skills-based subjects to classes at both undergraduate and postgraduate levels.

For the last five years she has worked as a Learning Advisor in a role specifically to improve the English language skills of international students.

Prior to her work in the University environment, Kaye worked for many years in IT positions including seven years with IBM the multi-national computing and service provider.

Unit content

MGMT8610 Applied Professional Business Communications has been created to improve:

Communications skills including speaking, writing, listening and English grammar, and Information skills including researching and referencing. These incorporate the UWA ACE and IRIS systems.

The goal of the unit

The goal of this unit is to help students develop their communications and information skills to enable them to communicate effectively at university and in the business environment.

Learning outcomes

On completion of this unit, you should be able to:

- Speak confidently and fluently.
- Write clearly and appropriately.
- Recognise the key elements of a business presentation.
- Prepare and deliver a high standard presentation.
- Recognise the key requirements of a business report.
- Prepare a high quality report.
- Appreciate the importance of academic attribution.
- Reference correctly.
- Prepare an annotated bibliography.
Educational principles and graduate attributes

In this unit, you will be encouraged and facilitated to develop the ability and desire to:

- Develop written communications skills through tutorial exercises and formal assessment.
- Develop effective oral communications skills through tutorial speaking exercises and a formal class presentation.
- Develop listening skills through class exercises.
- Develop competencies for working effectively with people in teams through the participation in team exercises.

TEACHING AND LEARNING RESPONSIBILITIES

Teaching and learning strategies

MGMT8610 Applied Professional Business Communications utilises a number of recognised, academic strategies to assist your learning and engagement.

The unit has been designed with two two-hour seminar sessions each week. These sessions will have a strong practical emphasis which will reinforce underlying theory.

Session 1 comprises a one-hour lecture, plus speaking exercises. Speaking exercises include impromptu speaking, plus a prepared group presentation.

Session 2 comprises English grammar review plus writing and listening exercises. Writing exercises include short narratives, plus a formal business report.

The unit requires active participation and students are required to attend both sessions.

Teaching and learning evaluation

You will be asked to complete two evaluations during this unit. The Student Perception of Teaching (SPOT) and the Students’ Unit Reflective Feedback (SURF). The SPOT is optional and is an evaluation of the lecturer and the unit. The SURF is completed online and is a university wide survey and deals only with the unit. You will receive an email from the SURF office inviting you to complete the SURF when it is activated. We encourage you to complete the forms as your feedback is extremely important and can be used to make changes to the unit or lecturing style when appropriate.

Attendance

Participation in class, whether it be listening to a lecture or getting involved in other activities, is an important part of the learning process, therefore it is important that you attend classes. More formally, the University regulations state that ‘to complete a course or unit students shall attend prescribed classes, lectures, seminars and tutorials’. Where a student, due to exceptional circumstances, is unable to attend a scheduled class, they are required to obtain prior approval of the unit coordinator to be absent from that class. Any student absent from class without having had such absence approved by the unit coordinator may be referred to the faculty for advice and may be required to withdraw from the unit.
**CONTACT DETAILS**

We strongly advise students to regularly access their student email accounts. Important information regarding the unit is often communicated by email and will not be automatically forwarded to private email addresses.

<table>
<thead>
<tr>
<th><strong>Unit coordinator/lecturer</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Name:</strong></td>
<td>Kaye Haddrill</td>
</tr>
<tr>
<td><strong>Email:</strong></td>
<td><a href="mailto:kaye.haddrill@uwa.edu.au">kaye.haddrill@uwa.edu.au</a></td>
</tr>
<tr>
<td><strong>Phone:</strong></td>
<td>6488 1815</td>
</tr>
<tr>
<td><strong>Consultation hours:</strong></td>
<td>By appointment</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Lecture times and venue:</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Stream 1:</strong></td>
<td>Monday, 11.00am-1.00pm in ZOO:G10</td>
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<tr>
<td></td>
<td>AND</td>
</tr>
<tr>
<td></td>
<td>Wednesday, 10.00am-12.00pm in BUSN:242</td>
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</table>

<table>
<thead>
<tr>
<th><strong>Lecture times and venue:</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Stream 2:</strong></td>
<td>Tuesday, 10.00am-12.00pm in BUSN:242</td>
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<tr>
<td></td>
<td>AND</td>
</tr>
<tr>
<td></td>
<td>Thursday, 10.00am-12.00pm in BUSN:242</td>
</tr>
</tbody>
</table>
TEXTBOOK(S) AND RESOURCES

Unit website

Once semester begins the unit will have an associated website on WebCT. You can access this site by logging on to the UWA WebCT site at the following address: http://www.webct.uwa.edu.au

Regular use of the website will be essential in the unit, both to receive information and to submit work for assessment. On this site you will find your grades for the various assessment components posted throughout the semester. There will also be a bulletin board for asking and answering questions about the unit.

Apart from this unit outline, WebCT will be your primary source of information about this unit.

For help with troubleshooting your University IT account – including access, printing and WebCT:

– Contact IT Services at http://www.its.uwa.edu.au/student

or

– Visit the Student Internet Support Office located in:
  1. Reid Library – Ground Floor and
  2. Science Library – 1st Floor
  3. Details see http://www.its.uwa.edu.au/contact/siso

Recommended/required text(s)

Brick, J 2010, Academic Culture: A student’s guide to studying at university, Macmillan, Melbourne.

and

## UNIT SCHEDULE

<table>
<thead>
<tr>
<th>Week starting</th>
<th>Lecture Topic</th>
<th>Lecture Reading</th>
<th>Exercises</th>
<th>In-Class Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 1/8</td>
<td>Introduction to the unit</td>
<td>Brick: Chapters 1 and 2</td>
<td>Speaking</td>
<td></td>
</tr>
<tr>
<td>2 8/8</td>
<td>Critical Thinking</td>
<td>Brick: Chapters 3 and 4</td>
<td>Critical Thinking</td>
<td></td>
</tr>
<tr>
<td>3 15/8</td>
<td>Research and Referencing – Part I</td>
<td>Brick: Chapters 7 and 8</td>
<td>Speaking</td>
<td>Speaking 1</td>
</tr>
<tr>
<td>4 22/8</td>
<td>Research and Referencing – Part II</td>
<td>Raimes: Chapter 20</td>
<td>Reference</td>
<td></td>
</tr>
<tr>
<td>5 29/8</td>
<td>Annotated Bibliography</td>
<td>Reading provided</td>
<td>Speaking</td>
<td>Speaking 2</td>
</tr>
<tr>
<td>6 5/9</td>
<td>Essay</td>
<td>Brick: Chapters 13 and 16</td>
<td>Speaking</td>
<td>Speaking 3</td>
</tr>
<tr>
<td>7 12/9</td>
<td>Plagiarism</td>
<td>Brick: Chapter 11</td>
<td>Speaking</td>
<td>Speaking 4</td>
</tr>
<tr>
<td>8 19/9</td>
<td>Report</td>
<td>Brick: Chapter 14</td>
<td>Ann Bib Review</td>
<td></td>
</tr>
</tbody>
</table>

Non-contact week

| 9 3/10        | Voice                           | Brick: Chapters 9, 10 and 12 | Speaking    | Speaking 5          |
| 10 10/10      | Groupwork                       | Brick: Chapters 19         | Speaking    | Speaking 6          |
| 11 17/10      | Presentations – Part I          | Reading provided           | Presentation Preparation |                     |
| 12 24/10      | Presentations – Part II         | Reading provided           | Presentation Preparation |                     |
| 13 31/10      | Summary, SPARK, SPOT            |                          |             |                     |
# UNIT SCHEDULE

## SEMINAR 2

<table>
<thead>
<tr>
<th>Week starting</th>
<th>Grammar</th>
<th>Exercises</th>
<th>In-Class Assessment</th>
<th>Assessment Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 1/8</td>
<td>Raimes: Chapter 1</td>
<td>Grammar Listening Writing</td>
<td>Writing 1</td>
<td></td>
</tr>
<tr>
<td>2 8/8</td>
<td>Raimes: Chapters 2 and 3</td>
<td>Grammar Listening Writing</td>
<td>Writing 2</td>
<td></td>
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<tr>
<td>3 15/8</td>
<td>Raimes: Chapters 4 and 5</td>
<td>Grammar Writing</td>
<td>Listening 1 Writing 3</td>
<td></td>
</tr>
<tr>
<td>4 22/8</td>
<td>Raimes: Chapters 6 and 7</td>
<td>Grammar Listening Writing</td>
<td>Grammar 1 Writing 4</td>
<td></td>
</tr>
<tr>
<td>5 29/8</td>
<td>Raimes: Chapters 8 and 9</td>
<td>Grammar Writing</td>
<td>Grammar 2 Listening 2 Writing 5</td>
<td></td>
</tr>
<tr>
<td>6 5/9</td>
<td>Raimes: Chapters 10 and 11</td>
<td>Grammar Listening Writing</td>
<td>Grammar 3 Writing 6</td>
<td>Annotated Bibliography due</td>
</tr>
<tr>
<td>7 12/9</td>
<td>Raimes: Chapters 12 and 13</td>
<td>Grammar Writing</td>
<td>Grammar 4 Listening 3 Writing 7</td>
<td></td>
</tr>
<tr>
<td>8 19/9</td>
<td>Raimes: Chapters 14 and 15</td>
<td>Grammar Listening Writing</td>
<td>Grammar 5 Writing 8</td>
<td></td>
</tr>
</tbody>
</table>

### Non-contact week

| 9 3/10        | Raimes: Chapters 16 and 17 | Grammar Writing Report Preparation | Grammar 6 Listening 4 | |
| 10 10/10      | Raimes: Chapters 18 and 19 | Grammar Listening Writing | Grammar 7 Writing 9 | Report due |
| 11 17/10      | Grammar Listening Writing | Grammar 8 Writing 10 | |
| 12 24/10      | Team Presentations | | Team Presentations |
| 13 31/10      | Team Presentations | | Team Presentations |
ASSESSMENT MECHANISM

The purpose of assessment

There are a number of reasons for having assessable tasks as part of an academic program. The assessable tasks are designed to encourage you to explore and understand the subject more fully. The fact that we grade your work provides you an indication of how much you have achieved. Providing feedback on your work also serves as part of the learning process.

Assessment mechanism summary

<table>
<thead>
<tr>
<th>Item</th>
<th>Weight</th>
<th>Due date</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminar exercises and activities</td>
<td>50%</td>
<td>Throughout the semester students will complete a range of writing, speaking, listening and grammatical exercises in their Seminar sessions.</td>
<td></td>
</tr>
<tr>
<td>Annotated Bibliography</td>
<td>15%</td>
<td>Friday 9th September 2011(6.00pm)</td>
<td>An analysis of 10 relevant research sources. Submit via UniPrint website.</td>
</tr>
<tr>
<td>Report</td>
<td>20%</td>
<td>Friday 14th October 2011(6.00pm)</td>
<td>Submit via UniPrint website.</td>
</tr>
<tr>
<td>Oral Presentation</td>
<td>15%</td>
<td>Weeks 12 and 13</td>
<td>Students will work in teams to produce and deliver a presentation of a current business issue.</td>
</tr>
</tbody>
</table>

Note 1: Results may be subject to scaling and standardisation under faculty policy and are not necessarily the sum of the component parts.

Note 2: Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning outcomes as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the unit.

Note 3: There is no exam in this unit.
Assessment components

1. **Seminar exercises and activities (50%)**

   Throughout the semester, students will complete a number of exercises during the weekly Seminar sessions. These exercises will be assessed in the following manner:

   a. Speaking (10%)
      - i) Approximately 1 hour /week
      - ii) Held in Seminar 1

   b. Grammar (10%)
      - i) Approximately 1 hour / week
      - ii) Based on the work in Raimes
      - iii) Held in Seminar 2

   c. Writing (15%)
      - i) Approximately 1 hour / week
      - ii) Based on topic in Brick (or reading provided)
      - iii) Held in Seminar 2

   d. Listening (15%)
      - i) Four assessments with best three grades used
      - ii) Held in Seminar 2

2. **Annotated Bibliography (15%)**

   An annotated bibliography is a collection of brief summaries of research sources related to a topic. Each summary consists of a citation to the source plus a 150-200 word descriptive and evaluative paragraph.

   For this assignment you must prepare an annotated bibliography of 10 research sources. Your sources must contain at least one book, one journal article, one web site, one web document and one company annual report. The chosen sources will relate to your Report topic.

   The annotated bibliography should use 12pt Arial font with 1.5 line spacing and 25mm margins. References must be in the Harvard style.

3. **Report (20%)**

   For this assignment each student will identify a current business topic and prepare a report that explores the subject in detail.

   *Suggested topics will be discussed in class but students may base their report on a Business School unit which they have studied previously or are concurrently studying.*

   By the end of Week 4 each student must send an email with their proposed business topic to the lecturer for approval.
The report must include:

- An executive summary;
- An introduction;
- An outline or description of the main issue(s) or point(s);
- A discussion of the issue(s) or point(s);
- Recommendations where appropriate; and,
- A conclusion.

The report should have a maximum word count of 1250 words. It should use 12pt Arial font with 1.5 line spacing and 25mm margins. The maximum word count excludes the title page, table of contents, executive summary, reference pages and appendices. References must be in the Harvard style.

The report will be graded for format, English expression, grammar and accuracy of referencing.

4. **Oral Presentation (15%)**

Students will work in teams of approximately 4 to develop and present an Oral Presentation to the class in Seminar 2 in either Weeks 12 or 13.

Teams are expected to research and develop the presentation using suitable visual aids. Each team member is expected to speak.

Teams will be created and presentation topics distributed in Week 7.

**Submission of assignments**

The Seminar exercises and activities will be performed and submitted in the Seminar sessions.

The Annotated Bibliography and Report will be submitted via the UniPrint website. To submit via the UniPrint website, go to [www.uniprint.uwa.edu.au](http://www.uniprint.uwa.edu.au) then click on “Student Assignments” and follow the instructions.

The Oral Presentation will be given in your Seminar session and a printed copy of your overheads must be made available to your lecturer.

**Student Guild**

Phone: (+61 8) 6488 2295
Facsimile: (+61 8) 6488 1041
E-mail: enquiries@guild.uwa.edu.au
Website: [http://www.guild.uwa.edu.au](http://www.guild.uwa.edu.au)

**Charter of Student Rights and Responsibilities**

The Charter of Student Rights and Responsibilities outlines the fundamental rights and responsibilities of students who undertake their education at UWA (refer [http://handbooks.uwa.edu.au/undergraduate/poliproc/policies/StudentRights](http://handbooks.uwa.edu.au/undergraduate/poliproc/policies/StudentRights)).

**Appeals against academic assessment**

The University provides the opportunity for students to lodge an appeal against assessment results and/or progress status (refer [http://www.secretariat.uwa.edu.au/home/policies/appeals](http://www.secretariat.uwa.edu.au/home/policies/appeals)).