

UWA BUSINESS SCHOOL

APPLIED PROFESSIONAL BUSINESS COMMUNICATIONS

BUSN5100 LECTURE 1

Dr Dhammi Azariadis



THIS WEEK
Welcome!



Any domestic students ?



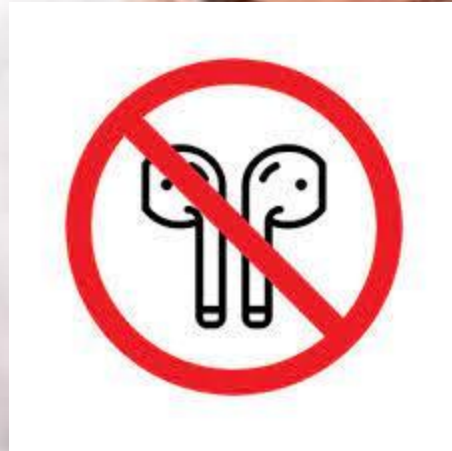


Image source: <https://sunttitle.com/how-to-discreetly-use-your-phone-a-%E2%80%8Brealtors%E2%80%8B-guide/>

Are you a new Student?

Complete CARS early

Available in the LMS



Communication and Research Skills
(CARS) is an online unit that aims to
assist students at UWA to develop
communication and research skills in
an academic context.



THE UNIVERSITY OF
**WESTERN
AUSTRALIA**

Have you enrolled in a new course?

Complete ACE early

If ACE is not completed,
an encumbrance will be applied to your student record

Available in the LMS

Academic Conduct Essentials (ACE) is a compulsory online module for all students about ethical scholarship and the expectations of correct academic conduct that UWA has of its students.

Acknowledgement of Country

The University of Western Australia acknowledges the custodians and traditional owners of land on which any of its campuses are located. At the main campus, Crawley, the University acknowledges the Whadjuk Noongar people as the traditional owners of the land on which it is situated. The Whadjuk Noongar remain the spiritual and cultural custodians of their land, and continue to practise their values, languages, beliefs and knowledge.



Artist: Dr Richard Barry Walley OAM



OVERVIEW

1 | BUSN5100 – unit introduction & outcomes

2 | Take a look at the LMS & assessments

3 | Academic Integrity at UWA

4 | Barriers to Learning and Communicating in English

BUSN5100 Teaching Staff



Dr Dhammi Azariadis
Unit Coordinator

- ❖ Will I be able to understand what the lecturers say?
- ❖ I'm not confident in speaking in English!!!
- ❖ Will I fail the assessments?
- ❖ Will this all be a waste of time and money?





“I have a unique perspective on this program as I was once in your shoes as an international student myself. I understand the journey you're embarking on, the excitement, the challenges, and the adjustments required. With my firsthand experience, I'm well-equipped to guide and support you throughout the semester”.

- Dhammí -

BUSN5100 Teaching Staff



**Dr Maryam
Shariyatmadari**
Tutor



**Monique
Robertson**
Tutor



Dr Ruth Tigges
Vale
Tutor

BUSN5100 Teaching Staff



**Cory
Dugan**
Tutor



**Dr Joanne
Griffiths**
Tutor



**Dr Michael
Azariadis**
Tutor

“A growing body of literature indicates that international students may not participate on an equal basis with local students. English language competence and cultures of origin have been identified as causal factors for this (Straker, 2016; Biggs, 1996). Our goal is to promote **culturally inclusive pedagogy** that encourages international students’ participation in their learning that facilitate a less problematic transition to their **current studies** and potentially their future in the **Australian workplace**.”.

- Dhammi & the BUSN team -

Unit Aims & Outcomes



BUSN5100

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UNIT AIMS

This unit aims to develop your critical thinking, communication, interpersonal and research skills which will enable you to **excel in university and business environments in Australia.**

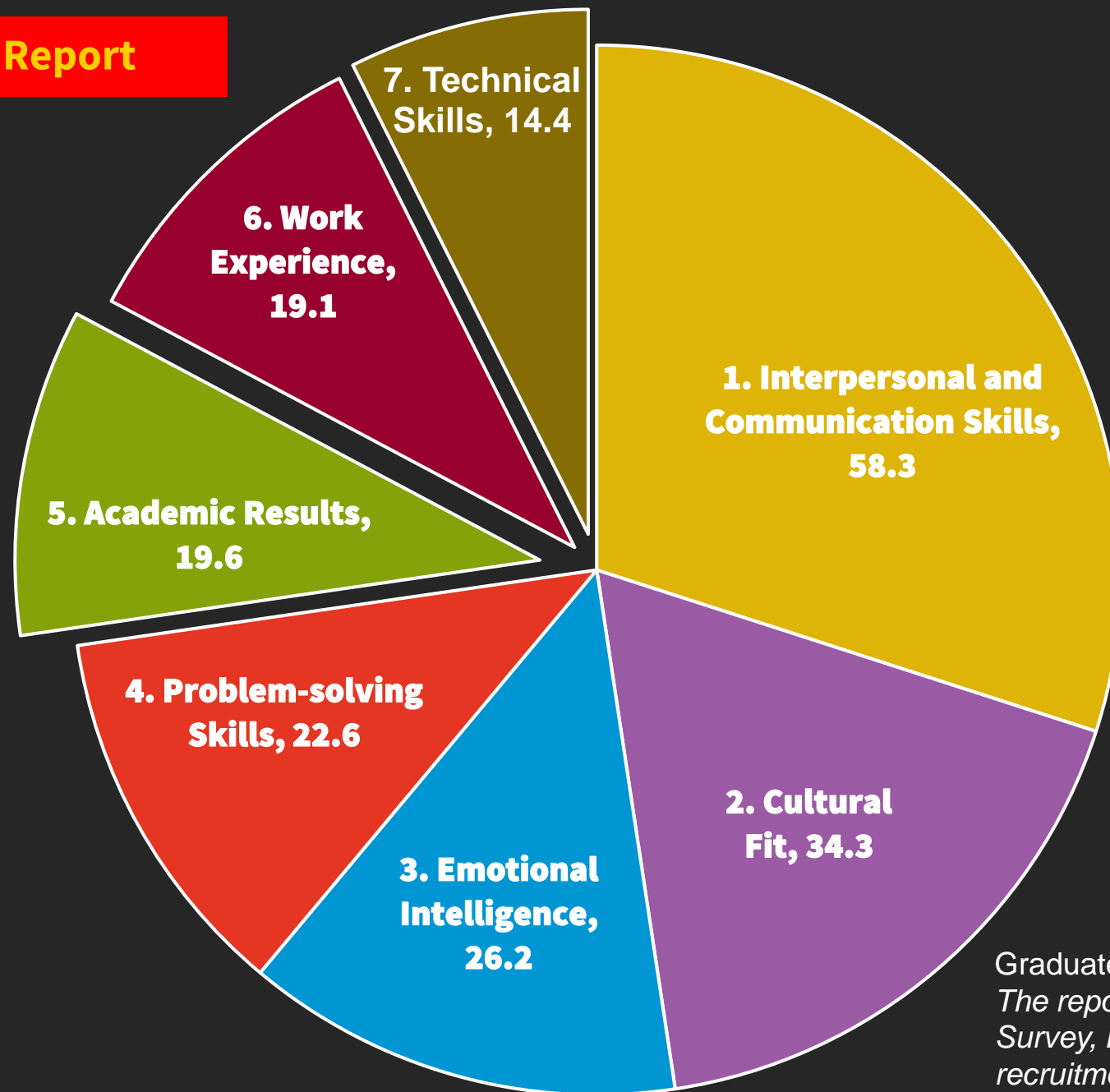
**Why is this unit
important ?**

Menti Survey

GRADUATE ATTRIBUTES & WHAT EMPLOYERS ARE LOOKING FOR



Graduate Outlook Report



Graduate Careers Australia. (2016).
*The report of the 2015 Graduate Outlook
Survey, Perspectives on graduate
recruitment.* Melbourne.

Employers expect a basic level of technical knowledge

They value a high level of interpersonal, communication and critical thinking skills

**Qualifications ('hard skills') =
professional and technical
knowledge**

**Transferable skills
(‘soft skills’) =
critical thinking and
communication skills,
personal qualities, and
interpersonal abilities**

Poor communication skills...

May give others the impression that we are:

- Unskilled
- Disorganised
- Not very competent
- Not very smart

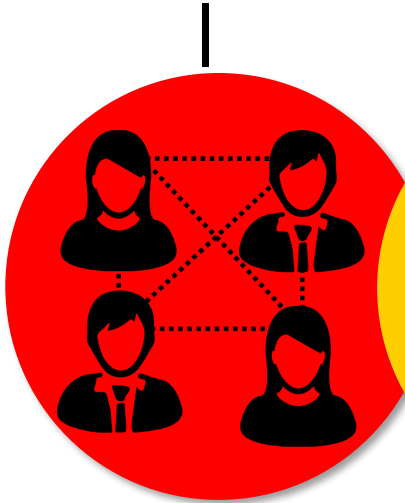
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38 per cent of university graduates from non-English speaking countries are working in low or medium-skilled occupations, due to reasons such as: lack of Australian experience, language difficulties, lack of local contacts and networks and unrecognised skills and qualifications.”

— Pallavi Sinha (2016) Diwali: Time to shine a light on Australia's 'bamboo ceiling.' ABC NEWS
<https://www.abc.net.au/news/2016-10-30/opinion-diwali-shine-light-on-australias-bamboo-ceiling/7970946>

LEARNING OUTCOMES

**INTERCULTURAL &
INTERPERSONAL
COMMUNICATION**



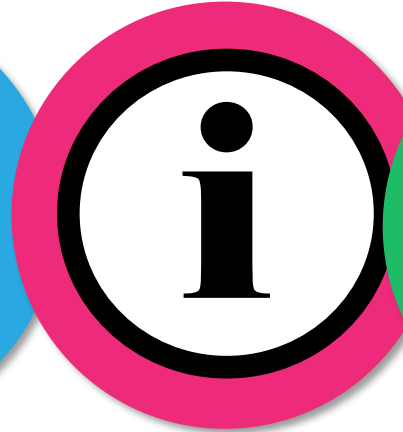
**ENGAGING
PRESENTATIONS**



**PROFESSIONAL DOCUMENTS
DESIGNED TO INFLUENCE**



**EVALUATE SOURCES
OF INFORMATION**



**RESEARCH
SKILLS**



1. INTERCULTURAL & INTERPERSONAL COMMUNICATION

Employ intercultural and
interpersonal understandings
to enhance effective
professional communication in
Australian contexts





2. PROFESSIONAL DOCUMENTS DESIGNED TO INFLUENCE

Create key professional documents designed to influence specialist and non-specialist audiences

3. ENGAGING PRESENTATIONS

Deliver clear, informative and engaging presentations



4. EVALUATE SOURCES OF INFORMATION

Summarise, interpret and critically evaluate scholarly and non-scholarly sources of information



5. RESEARCH SKILLS

Demonstrate an understanding of basic research skills, referencing, and the ethical use of sources

“

Often foreign-born professionals worry about using incorrect words, or [...] **language choices [that] make them sound uneducated** and more junior than they actually are. [...] We have found that **what contributes to form an impression of authority**, or detracts from it, **has to do with having a clear message** and a straightforward sentence structure.”

Leaders use: brief, concise statements, simple language, and clear messages.”

— “Ghisini, E., & Blendstrup, A. (2008). Speaking English like a leader. In *Communicating the American Way: A Guide to US Business Communications*.

“

Two [...] purposes of communication in an organisational setting are establishing credibility and goodwill or positive and productive relationships with others.

— Lehman et al. “Establishing a Framework for Business Communication”

**STRONG, CLEAR
COMMUNICATION
ENHANCES
YOUR CONFIDENCE AND
CREDIBILITY**

**POOR COMMUNICATION
UNDERMINES
YOUR CONFIDENCE AND
CREDIBIL IT**



“

I really enjoyed the course and the way this course dealt with research writing, and especially the reflective journals and course content, I really liked and learned a lot from it. [...] I had always wanted to take a course in Masters that could give me a perspective of how we as international students think and feel differently when we come to Australia. The challenges I faced and the way I could express it in words and improve my writing really improved my writing skills. [...] I got to understand that I really do not need to be harsh on judging people or looking at it negatively but if I get to learn about their culture and society then it becomes easier to interpret their actions.

— Student feedback, 2022, Sem 1

“I appreciate the focus on improving communication skills for real life. I personally loved the fact that tasks were aimed at improving **our challenges as international students**. I had my suspicions about some topics, but through the research we did, I proved and understood important issues that now I try to share with my peers. **Writing and Presentation Lectures were immediately applicable at Uni and Job**. These lectures provide key hints such as how to structure a report and how to make presentations that immediately boost your skills. This unit is more applicable than most of the others I am taking in my master's program”.

- Student feedback, 2023, Sem 2

A QUICK TOUR OF THE
**Learning Management
System (LMS) & Assessments**

Participation in Workshops

You are expected to attend every workshop

Team Project

All students must attend a minimum of 4 out of 5 workshops before Week 6, and at least 7 out of 9 workshops before Week 11, in order to participate in the Team Project.



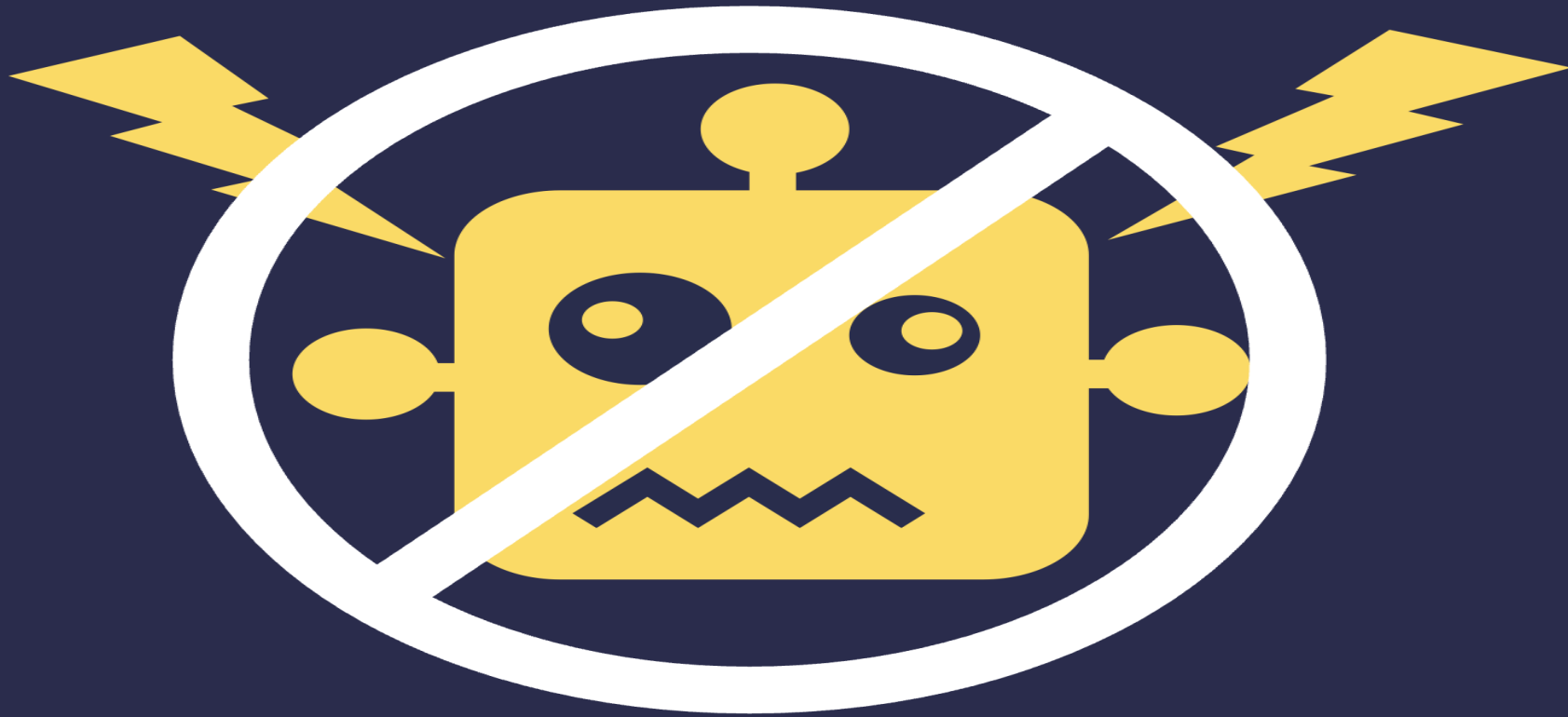
Using AI Tools at UWA

UWA's Academic Integrity Policy

“allows for the limited use of AI in research, study and assessment [...] Importantly, these tools must not be used as a replacement of your **critical thinking and analysis skills**. AI tools may only be used in an assessment where it is **explicitly permitted by your Unit Coordinator**”.

GENUINE

INTELLIGENCE ONLY



USE OF AI IS NOT PERMITTED
FOR ASSIGNMENTS IN THIS UNIT

**What is the type of AI
used at university?**

ACADEMIC INTEGRITY

ACADEMIC INTEGRITY

“At UWA we think of this as acting with the values of **honesty, trust, fairness, respect and responsibility** in learning, teaching and research.”

(UWA Academic Integrity Policy)

VISION BOARD ACTIVITY

(During your first workshop)

- **This is NOT an assessment.**
- **Complete in class without using any online resources.**

How to
get the most out of
BUSN5100

Weekly Expectations of BUSN5100

What should I be doing each week?

1. Read the weekly Newsletter.
2. Review the readings and videos in the **Weekly Activities folder**
3. Attend the **lecture** (join us online or watch the recording) and participate in the **workshop**
4. Be proactive and get a head start on your **assessments**
5. Work on developing your **English vocabulary and pronunciation every day**

TIPS: (1) Pick a regular day for certain tasks and (2) do an hour's worth of work each day

**What questions do you
have?**

Take a break!

Barriers to Learning and Communicating in English

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Scenario

A young European entrepreneur was enjoying a very successful professional life in Australia. Even though he realised he was seen as a somewhat eccentric outsider, it didn't bother him until he started noticing some perplexed reactions when he talked during his firm's partners' meeting. He was frequently asked to repeat what he just said, and still people looked at him perplexed.

What is an accent?

“A foreign accent indicates that the sounds are being produced in a way outside the norm of English in a particular country or region.”

Derwing & Munro (1997, p.27)

“An accent is created not only by sounds in the language but also by pitch, stress, and speech rate.”

Kang (2010, p.27)

What can you do to reduce your accent?

1 | Set goals but be realistic

2 | Vowel sounds vs diphthongs (Chris vs crease)

3 | Consonants at the beginning and in the middle of words /Five/ /fi/

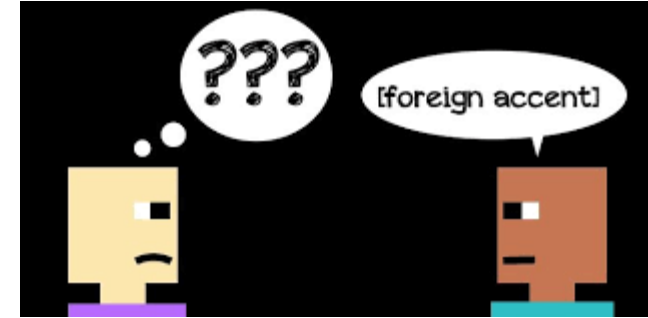
4 | Intonation

5 | Slow down

6 | Watch yourself in the mirror /th/

7 | Practice, practice and practice

Does accent matter?



<https://www.youtube.com/watch?v=7C-vYY3SBDE>



Australian English Pronunciation

Pronunciation of *i*

night

/noight/

like

/loike/

Pronunciation of *a*

cat

/ceht/

hat

/heht/

Pronunciation of *a*

day

/d-aye/

way

/w-aye/

mate

/m-aye-te/

Pronunciation of *r* (*non-rhotic*)

better

/bett-ah/

river

/riv-ah/

water

/wat-ah/

Adam Hill's video

Adam Hills - Australian accents -
YouTube

Australian English Pronunciation



Australian English Vocabulary

British English

mobile phone

anti-clockwise

petrol

bonnet

holiday

American English

cell phone

counter-clockwise

gasoline

hood

vacation

American English

soccer

overalls

truck

pants

British English

football

dungarees

lorry

trousers

British & American English

abroad

village

Australian English

overseas

town

Ta

Sheila

Brekkie

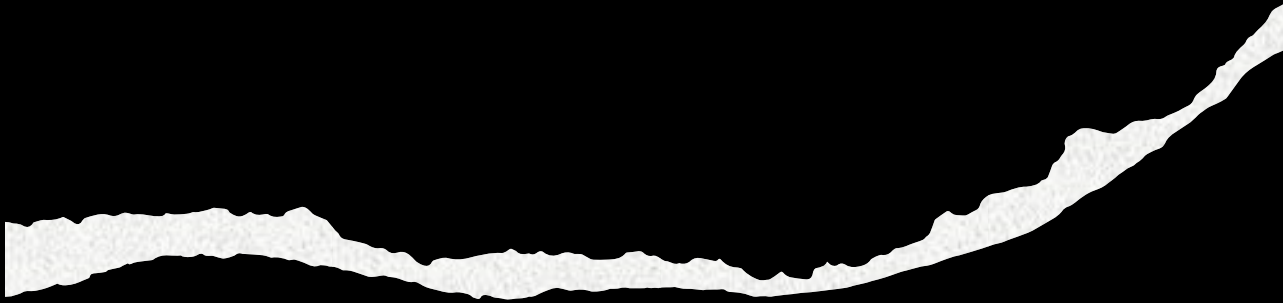
Bogan

Wicked

Crikey!

Australian Slang Words

Modern Family in Australia



“

**Are children better at
learning languages than
adults?**

(Bottger & Koltzch, 2020))

XENOGLOSSOPHOBIA



X E N O G L O S S O P H O B I A

**XENO
(FOREIGN)**

**GLOSSO
(LANGUAGE)**

**PHOBIA
(FEAR)**



Symptoms of Xenoglossophobia

- Avoid studies of foreign languages
- Avoid speakers of foreign languages
- Feel embarrassed when you have to speak English
- Lead to self-exclusion from the learning community
- Delay of doing assessments

How to overcome
xenoglossophobia?

“I don’t speak good English.”

“My English is perfectly sufficient
for what I want to say.”



Remind yourself the following:

- I can get through this.
- This won't last forever.
- I have handled this before, so I can do this again.
- It will get easier each time.
- To breathe

Immerse yourself in English

- Speak English as much as you can
- Keep a list of new words and terms
- Only talk to friends in English
- Make friends outside your language group
- Switch your computer into English

***To work in Australia for a good firm,
you'll need an IELTS of at least 8***

Immerse yourself in English

- Watch Aust. TV (ABC iView & SBS On Demand)
- Watch movies with English subtitles
- Read aloud every day
- Keep a diary in English
- Volunteer or take a job
- Do an internship: WILG5001



‘Take Home’ Points

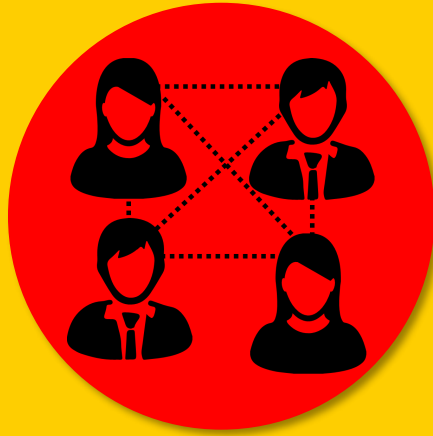
- 58% of employers rate interpersonal and communication skills higher than any other attribute
- The only AI at university is Academic Integrity.
- The fear of speaking is called Xenoglossophobia.

NEXT LECTURE



**Experiential Learning: Reflective Writing
for Generating Ideas**

WORKSHOPS NEXT WEEK



Monday the 3rd March workshops will be rescheduled.