

# Applied Professional Business Communications (BUSN5100)

Semester 1, 2024

## Learning Outcomes (What you will learn)

BUSN5100 is designed for UWA international postgraduate students to excel in research, writing and oral presentation skills in both academic and professional business contexts. To achieve these goals, this course addresses five main learning outcomes:



No	Outcome	
1	Employ intercultural and interpersonal understandings to enhance effective professional communication in Australian contexts	
2	Create key professional documents designed to influence specialist and non-specialist audiences	
3	Deliver clear, informative and engaging presentations	
4	Summarise, interpret and critically evaluate scholarly and non-scholarly sources of information	
5	Demonstrate an understanding of basic research skills, referencing, and the ethical use of sources	

## Assessments (How you will know if you have achieved the learning outcomes)

Assessment	Weight	Week and Mode	Relates to outcomes
1. Reflective Journal	20%	Part 1 - Understanding cultural issues: WEEK 4 (10%) Part 2 - Reflecting on your learning: WEEK 12 (10%)	1
2. Professional Report	50%	Part 1 – Annotated Bibliography WEEK 7(10%) Part 2 – Professional Report WEEK 10 (40%)	1, 2, 4 & 5
3. Participation and Team Project	30%	Participation: Ongoing throughout semester (10%) Team Project: WEEK 12, in workshops (20%)	1, 2, 3, 4 & 5

## Weekly Schedule (Things you will do each week to achieve the aforementioned outcomes)

Week	Week Starting	Lecture topic	Workshop topic	Assessment
1	Mon 26 Feb	Welcome to BUSN5100: Barriers to learning and communicating in English while working and studying in Australia	(No workshop)	
2	Mon 4 Mar	Experiential Learning: Reflective writing for generating Ideas	Speaking: Getting to know each other Writing: Vision Board Activity	
3	Mon 11 Mar	Identifying cultural issues in Australian universities and workplaces	Thinking critically and creatively: Generating ideas	
4	Mon 18 Mar	Avoiding intercultural miscommunication: Impact on students who speak English as an additional language	Speaking: Analysing examples of cultural miscommunications	<b>Reflective Journal (Part 1)</b> Due Sun 24 Mar, 11.59pm
5	Mon 25 Mar	Preparing an annotated bibliography: A guide to effective research and citations	Speaking: Identifying key issues in Australian contexts Writing: Paraphrasing and summarising	
	Mon 1 April	<b>STUDY BREAK</b>	<b>STUDY BREAK</b>	
6	Mon 8 April	Academic integrity and importance of incorporating evidence into professional and academic writing	Organising teams and setting a project topic Writing: Integrating sources and referencing using APA style Writing: Analysing annotated bibliographies	
7	Mon 15 April	Structuring your professional report: elements of a report	Research: Using Turnitin to assess the ethical use of sources Using <i>OneSearch</i> effectively	<b>Annotated Bibliography</b> Due Sun 21 Apr, 11.59pm
8	Mon 22 April	Deconstructing and evaluating professional reports	Speaking: Structuring team presentations Team project planning session: Using SPARKPlus	
9	Mon 29 April	Improving your professional report: Editing and proofreading	Team planning: Generating and refining ideas	
10	Mon 6 May	Professional presentations: Communicating verbally and non-verbally	Improving professional report writing: Writing clearly and concisely	<b>Professional Report</b> Due Sun 12 May, 11.59pm
11	Mon 13 May	Communicating visually: Delivering engaging presentations	Structuring your presentation: poor presentations vs stellar presentations	
12	Mon 20 May	Semester Overview: Refining your professional communication skills at university and beyond	Team Project Presentations	<b>Team Project Presentations</b> (During the workshops) <b>Reflective Journal (Part 2)</b> Due Sun May 26, 11.59pm

