UNSW Business School

School of Management

MGMT 2002

Managing Business Communication

Course Outline
Semester 2, 2017

Course-Specific Information

The Business School expects that you are familiar with the contents of this course outline. You must also be familiar with the Course Outlines Policies webpage which contains key information on:
•   Program Learning Goals and Outcomes
•   Academic Integrity and Plagiarism
•   Student Responsibilities and Conduct
•   Special Consideration
•   Student Support and Resources

This webpage can be found on the Business School website:
https://www.business.unsw.edu.au/degrees-courses/course-outlines/policies

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COURSE-SPECIFIC INFORMATION

1   STAFF CONTACT DETAILS

Lecturer-in-charge and Tutor: Ray Durham
Room: 554, School of Management
Phone No: 9385 9779
Email: raydurham@unsw.edu.au
Consultation times – 11am to 12noon and 2.15pm to 3.15pm Wednesday. Please make consultation appointments by email.
To meet with Ray for a consultation, go to Business School, west foyer 5th floor. Next to the entrance to the School of Management is an intercom. Dial 59779 to speak with Ray.

Lecturer: Dr. David Morgan
Email: d.morgan@unsw.edu.au

Tutor: Gina Shehadie
Email: g.shehadie@unsw.edu.au
Consultation time: 12noon to 1pm Thursday.

2   COURSE DETAILS

2.1   Teaching Times and Locations

Lectures will be from 4pm to 6pm Wednesdays, commencing in week 1 and concluding in week 12, at Colombo Theatre B, Building B16 (near Goldstein Dining Hall).

Tutorials start in Week 2 and conclude in week 12 at various locations on Wednesday and Thursday. (See MYUNSW for your tutorial).

2.2   Units of Credit

The course is worth 6 units of credit.

2.3   Summary of Course

Effective communication management at individual, group and organisational levels is crucial in business and professional contexts. This course facilitates understanding of how people manage their communication processes, considers 'best practice' for successful organisational communication and provides opportunities for communication skills development and enhancement. Topics include the foundations of communication theory; the dynamics of building relationships and networking through interpersonal communication; language and meaning; emotional intelligence and perception; the significance of intercultural communication; meanings created by body language and other nonverbal communication; managing communication in small groups and teams; digital and social media in organisations; critical thinking and argumentation; crisis communication; managerial ethics and corporate social responsibility; and strategies for improving organisational communication.

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2.4   Course Aims and Relationship to Other Courses

The aim of this course is to provide you with the skills and knowledge to achieve a standard of professional communication excellence in your interactions with others. The course is grounded in theory that has a very practical application in developing and maintaining professional relationships in contemporary organisations in a global context. Through exploration and application of theories and concepts, you will develop an understanding of how you and others manage communication processes when interacting with organisational stakeholders. You will consider 'best practice' for managing interpersonal interactions in organisational contexts and you will be provided with the opportunity to develop and enhance your professional, academic and personal communicative behaviours.

Because of the broad applications for this course, successful completion will build on knowledge from previous courses you have already undertaken. You will also develop skills and knowledge that you will use in the application of concepts learned in this and other disciplines.

There are no prerequisites for this course.

2.5   Student Learning Outcomes

The Course Learning Outcomes are what you should be able to DO by the end of this course if you participate fully in learning activities and successfully complete the assessment items.

The Learning Outcomes in this course also help you to achieve some of the overall Program Learning Goals and Outcomes for all undergraduate students in the Business School. Program Learning Goals are what we want you to BE or HAVE by the time you successfully complete your degree (e.g. 'be an effective team player'). You demonstrate this by achieving specific Program Learning Outcomes - what you are able to DO by the end of your degree (e.g. 'participate collaboratively and responsibly in teams').

For more information on Program Learning Goals and Outcomes, see the School's Course Outlines Policies webpage available at https://www.business.unsw.edu.au/degrees-courses/course-outlines/policies.

The following table shows how your Course Learning Outcomes relate to the overall Program Learning Goals and Outcomes, and indicates where these are assessed (they may also be developed in tutorials and other activities):

Program Learning Goals and Outcomes		Course Learning Outcomes	Course Assessment Item
This course helps you to achieve the following learning goals for all Business undergraduate students:		*On successful completion of the course, you should be able to:*	*This learning outcome will be assessed in the following items:*
1	Knowledge	Select and apply appropriate communication principles and theories in globalised business and social contexts.	• Case study assessment • Pop quizzes • Final exam

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2	Critical thinking and problem solving	Develop the critical thinking skills to manage group and organisational communication in situations of crisis, change and uncertainty.	• Case study assessment • Group presentations assessment
3a	Written communication	Construct written work which is logically and professionally presented	• Business report assessment
3b	Oral communication	Evaluate and select appropriate communication strategies for developing and maintaining interpersonal relationships.	• Group presentation assessment • Case study assessment
4	Teamwork	Not specifically assessed in this course, but experienced in group presentation assessment	
5a.	Ethical, social and environmental responsibility	Select and apply appropriate ethical communication principles and theories in globalised business and social contexts.	• Business report assessment
5b.	Social and cultural awareness	Select appropriate communication strategies to develop and maintain interpersonal relationships in domestic and globalised contexts	• Group presentation assessment • Case study assessment

3   LEARNING AND TEACHING ACTIVITIES

3.1   Approach to Learning and Teaching in the Course

The course comprises four key elements: a two hour lecture; a one hour tutorial; group study and participation and individual study and participation. There is an expectation that you will attend both lectures and tutorials and that you review the relevant readings for each weekly topic prior to attending classes.

3.2   Learning Activities and Teaching Strategies

The topics displayed in this course outline are best explored through active participation and experiential learning, so that participating in this course will be an interesting, challenging and fun experience. Classes therefore, will involve workshop activities, which include discussion groups, debates, simulation exercises, role-play, interviews, seminar presentations and analyses of case studies. The activities will involve large and small group teamwork. Core topics will be discussed in an integrated lecture environment, where you are encouraged to question and comment on aspects of each topic.

Your prior academic, workplace and life experiences are valued. Therefore, to make this an optimal (and enjoyable) learning experience, it is expected you will actively participate in tutorial and lecture discussions, so that we might establish a community of learners in a cooperative learning environment. You are expected to individually and collectively reflect on the content and relevant discussions of weekly topics prior to attending classes and take responsibility for your own learning.

Tutorial discussions will be based on lecture content, any additional readings and the text chapters relevant to the scheduled weekly topics. The rationale for these learning and teaching strategies is to provide you with the opportunity of dealing with a range of both expected and unexpected communicative behaviours of people with whom you will interact in an organisational context and to provide you with the necessary skills and knowledge to successfully complete this course.

4 ASSESSMENT

4.1 Formal Requirements

In order to pass this course, you must:
- Achieve a composite mark of at least 50%
- Attend a minimum of 80% of classes

4.2 Assessment Details

Assessment Task	Weighting	Length	Due Date
Pop quizzes X 4	5 marks each	5 minutes	Random in lectures weeks 1-12
Case analysis report	25 marks	2,500 words	Week 10
Group presentation	20 marks	15 minutes	Tutorials weeks 10-12
Final exam	35 marks	2 hours	University exam period
Total	100		

4.3 Assessment Format

4.3.1 Assessment One – Four Multiple Choice Pop Quizzes – Value 5% each.

Rationale for this assessment

- To reward students who start and maintain good study habits by regularly reviewing course content

- To provide students with progressive feedback on their understanding and knowledge of the course topics

Each quiz will consist of five multiple choice questions based on the content of previous lectures. The quizzes will be conducted without notice four times over the semester during lectures. Each question has a value of one mark and the quizzes will be conducted under exam conditions. Results of each quiz will be entered in the Grade book on Moodle.

There will be no makeup quizzes except in extenuating circumstances.

4.3.2 Assessment Two – Case Analysis Report (2500 Words plus or minus 10%) - Value 25%. All text uploaded will be included in the word count.

DUE: Must be uploaded to Turnitin by Wednesday 4 October, 2017, week 10.

Rationale for this assessment

- To test your critical thinking and analysis skills

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- To test your understanding of the theoretical concepts taught in the course and your ability to apply them to a case study organisation

The case study for analysis this semester can be found on the course website on Moodle.

For the purpose of this assessment, you are to assume the role of a qualified communication professional. As such, you are to submit the report from this perspective, not from the perspective of a student submitting to academic staff. This will be further explained in the report writing workshop in week seven.

You are to undertake a critical analysis of the case from a communication perspective and submit the results of your analysis in a business report format. You are encouraged to identify as many ethical and communication issues as possible and link them to relevant theoretical concepts taught in the course. Your writing style should be in the passive voice. You will find helpful information on report writing and case analysis on the course website. Additionally, the course requirements for structuring a business report will be addressed in a workshop in week seven.

The required referencing system for this report is Harvard author-date, with a Harvard style Reference List**.** No other referencing system should be used.

It is not expected that you include references/links to relevant course topics after week ten; however, you are free to do so.

Please note that you are required to supply a Reference List, not a Bibliography. That is, your Reference List must show the sources of your in text citations only.

Marking criteria

CRITERIA	INDICATORS	MARK 100%	% MARK AWARDED
Correct business report structure	- Contains all the stipulated sections of a business report with relevant information - Adherence to word count - Conforms with assignment submission procedures	10%	
Ability to identify and discuss relevant communication and ethical issues	- Key issues of case identified - Discussion of issues linked to relevant course content - Demonstrated understanding of course content & the ability to apply it to the case	35%	
Depth and breadth of analysis	- Evidence of critical reflection - Conceptualising & evaluating information	20%	
Well developed and well supported argument	- Well defined premises supported by credible sources - A logical conclusion based on premises	15%	
Written expression	- Well constructed sentences, correct grammar, spelling and punctuation - Synthesised and coherent discussion	10%	

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Acknowledgement of sources	• Using Harvard in-text citations, with a minimum of eight separate academic and other sources from course content • Harvard style reference list	10%	
FINAL MARK			/25

4.3.3 Assignment Submission Procedure

- Use size 12 font and 1.5 line spacing

- Each page must have a header or footer with your name and the name of your virtual organisation

- The maximum number of direct quotes allowable is three and each quote should be no longer than three lines of text. Quotes from case study are excluded

- Your assignment must be uploaded to Turnitin by 5pm, Wednesday 4 October, 2017

- Do **not** upload an assignment cover sheet

4.3.4 Assessment Three – Group Presentation – Value 20%

DUE – weeks 10-12

Rationale for this assessment

- To develop your skills in team building and group dynamics
- To develop your professional presentation skills in a business context

In week five, you will be asked to form teams of four or five, depending on class numbers and your team will be allocated a communication topic together with the week of your presentation. For the purpose of your presentation, your team will assume the role of management consultants specialising in business communication. You are to develop a business name, mission statement, logo and slogan for your consultancy business. Your class will represent a group of senior business executives from an existing organisation who are potential clients and have attended to hear you persuade them of the significance of delivering training programs in communication to their organisations. You are to choose which (real) specific organisation the class will represent as your potential clients and announce that prior to your presentation commencing. You are to assume that senior management from the organisation have approached you with a problem they believe to be connected to communication. They have asked you to conduct a communication audit of the organisation and present a strategy to overcome identified problems. Your presentation content should be tailored specifically to meet the needs and problems of the organisation you identified in your communication audit.

The team should present for 12 to 15 minutes (maximum), with each member presenting for an equal amount of time. You are encouraged to use appropriate visual and/or audio aids to enhance your presentation. You will create a virtual context for your presentation, that is, the class will take on the roles of your

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potential client organisation and you should plan your presentation strategies around this virtual context.

Please note that when presenting, you are not to read from a prepared script. If you wish, you may use small 'cue' cards with just key headings or a smart phone with just key headings. Week seven lecture will provide advice and guidelines on delivering a professional presentation. Additionally, week eight tutorial will comprise of a workshop on presentation planning and provide you with an opportunity to discuss your plan with your tutor.

Marking Criteria

CRITERIA	INDICATORS	MARK 100%	% MARK AWARDED
Overall structure	- Appropriate introduction, discussion and conclusion - Organisation of ideas - Logical transitions to major points - Adherence to time frame	15%	
Quality of argument and persuasive strategies	- Addresses the needs of the client organisation - Application of course content - Demonstrated knowledge of topic and client - Use of ethical, persuasive strategies	40%	
Quality of visual and other aids	- Design of slide show – legible and error free - Visually supports key points	15%	
Overall presentation skills	- Audience engagement - Impression management - Coordinated team approach	20%	
Complies with assignment submission procedures	- Title page/slides including logo, slogan, mission statement, name of your consultancy and name of client organisation. - Slides uploaded to Moodle 24 hours prior to presentation	10%	
FINAL MARK			/20

4.3.5 Assignment submission procedure

You must upload a copy of all visual aids to the link provided on Moodle at least twenty four hours prior to your presentation. This should include a title page or slide/s setting out the name of your consultancy, logo, slogan and mission statement.

4.3.6 Assessment Four – Final Examination – Value 35%

Rationale for this assessment

- To encourage you to reflect on the overall course content

- To test your understanding of the theoretical concepts taught during classes

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The exam will be conducted over two hours and will include case studies & short answer questions.

4.4 Special Consideration, Late Submission and Penalties

For information on Special Consideration please refer to the Business School's Course Outlines Policies webpage.

Requests for late submission of assignments must be made in writing in the first instance to your tutor at least three days before the assignment is due and must be supported by credible documentation. Your tutor will comment on the application then forward it to the Lecturer in Charge for final decision. In the interests of fairness, requests for late submission will only be granted in extenuating circumstances. Otherwise, late submission of assignments will incur a penalty of 10% of the assignment mark per day (note that a weekend represents 2 days). Assignments submitted later than five days from due date will not be assessed unless supported by credible documentation.

4.5 Protocol for viewing final exam scripts

The UNSW Business School has set a protocol under which students may view their final exam script. Please check the protocol here.

Quality Assurance
The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will 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.

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5   COURSE RESOURCES

The website for this course is on Moodle at: http://moodle.telt.unsw.edu.au

Weekly lecture slides and tutorial resources will be uploaded to the website by the Monday preceding the lecture. Please note that lecture slides will provide an outline of the weekly topic but will not contain all the material discussed in the lecture. Other resources, including additional readings, may be uploaded from time to time and you are advised to monitor the website regularly. Also, important announcements from the Lecturer in Charge will also be posted on Moodle.

If you have any questions regarding course content, they should be posted on the Discussion Forum on Moodle. The Lecturer in Charge will respond to these questions; however, you are all encouraged to respond or comment on any postings.

5.1 Communicating with teaching staff

Outside of teaching hours, communication with staff will be via email. It is important to monitor your unimail address for any messages from staff or announcements from the university. These messages will be deemed as having been received by you when sent to your unimail address.

5.2 Prescribed text

5 .2 Prescribed Text

The prescribed text for this course is a custom text with multiple authors compiled by Ray Durham:

Durham, Ray, 2016, *Managing Business Communication,* Pearson

It is strongly recommended that you obtain a copy of the textbook, which is available from the UNSW Bookshop or purchase an e copy from the publishers. You are expected to read the relevant chapters of the text before classes. A knowledge and understanding of the text material is essential in you achieving an overall passing grade and will inform your class participation and discussion.

5.3 Recommended Readings

Other texts that you may find useful in studying this course include:

Archee, Raymond, Gurney, Myra, & Mohan, Terry, 2013, Communicating as professionals, (3rd edition), Cengage Learning Australia Pty. Limited

Argenti, Paul A., 2009, Corporate communication, (5th edition), McGraw Hill Irwin, Boston

Cardon, Peter, 2015, Business communication: developing leaders for a networked world, McGraw-Hill Irwin, Boston

Chayney, Lillian H. & Martin, Jeanette S., 2004, Intercultural business communication, (3rd edition), Pearson Prentice Hall, Upper Saddle River, New Jersey

Conrad, Charles & Poole, Marshal Scott, 2009, Strategic organisational communication, (6th edition), Thomson Wadsworth, Australia

DeVito, Joseph A., 2015, Human communication: the basic course, (13th edition), Pearson,   Boston.

DiSanza, James R. & Legge, Nancy J., 2005, Business & professional communication, Pearson, Boston.

Downs, Cal & Adrian, Allison, 2002, Assessing organisational communication, The Guilford Press, New York

Eunson, Baden, 2011, Communicating in the 21st century, (2nd edition), John Wiley & Sons, Australia

Grace, Damian. & Cohen Grace, 2013, Business ethics, (5th edition), Oxford University Press

Griffin, Em, 2007, A first look at communication theory, McGraw Hill, Boston

Kossen, Christopher, Kiernan, Eleanor & Lawrence, Jill, 2013, Communicating for success, Pearson Australia

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Lane, Shelley D., 2010, Interpersonal communication competence and contexts, (2nd edition) Pearson, Boston

Lewis, Glen & Slade, Christina, 2007, *Critical Communication,* 2nd edition, Prentice Hall, Australia

O'Rourke IV, James S., 2010, Management communication: a case analysis approach, (4th edition), Pearson Prentice Hall, Upper Saddle River, New Jersey.

Passer, Michael & Smith, Ronald, 2013, Psychology – the science of mind and behaviour, The McGraw Hill Companies.

Robbins, Stephen P., DeCenzo David A, Coulter, Mary, Woods, Megan, 2016, Management the essentials, (3rd edition), Pearson Australia

Thompson, Leigh L., 2004, Making the team: a guide for managers, Pearson Prentice Hall, Upper Saddle River NJ

Wood, Julia T, 2011, *Communication Mosaics,* Cengage Learning, Australia

5.4 Recommended Journals

Journal of Communication

Communication Quarterly

Australian Journal of Communication

Harvard Business Review

International Journal of Management

Management Communication Quarterly

Journal of Management Development

Journal of Business Communication
Additionally, you will find helpful library information and other course resources at:

 http://subjectguides.library.unsw.edu.au/business

6   COURSE EVALUATION AND DEVELOPMENT

Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW's myExperience survey is one of the ways in which student evaluative feedback is gathered. In this course, we will seek your feedback through end of semester myExperience responses during a lecture. Feedback from previous students resulted in the individual marks for the course being increased to 80%. New topics have also been introduced resulting from student feedback.

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7   COURSE SCHEDULE

Week	Lecture Topic	Tutorial Topic	References	Other Activities/ Assessment
Week 1 24 July	Foundations of Communication	*NO TUTORIALS*	Text topic 1	
Week 2 31 July	Ethical Communication & Corporate Social Responsibility	Testing the models	Text topic 2	Induction
Week 3 7 August	Interpersonal Communication	Ethical dilemma-case study	Text topic 3	
Week 4 14 August	Nonverbal communication	Individual & organisational values	Text topic 5	
Week 5 21 August	Intercultural Communication	Creating meaning nonverbally	Text topic 8	Form presentation teams
Week 6 28 August	Persuasion & Argumentation	Intercultural business negotiations	Text topic 6	
Week 7 4 September	Presenting Professionally	Report writing workshop	Text topic 7	
Week 8 11 September	Communication in Teams	Presentation planning workshop	Text topic 9	
Week 9 18 September	Perception & Emotional Intelligence	Team decision making	Text topic 4	
Mid-semester break: 23 September – 2 October inclusive (2 Oct = Labour Day Public Holiday)				
Week 10 3 October	Language & Meaning	Managing emotions	Moodle reading	Group presentations
Week 11 9 October	Organisational Communication	Power of words	Text topic 10	Group presentations
Week 12 16 October	Crisis Communication & final exam briefing	Organisational culture & acculturation	Text topic 11	Group presentations
Week 13 23 October	**NO LECTURES**	**NO TUTORIALS**		

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