



## **Course Outline 2015** **BUS 291: COMMUNICATION PROCESSES (15 POINTS)**

### **Semester 1 (1153)**

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#### **Course Prescription**

Employers are demanding business school graduates with strong communication skills. Covers the theory and process of communication in today's knowledge and information intensive organisations. Develops oral and written communication skills, including professional presentations. Focuses on the role of interpersonal and team-based communication in building more effective business relationships.

#### **Prerequisite and course advice**

Prerequisite: BUSINESS 101 and 102, or BUSINESS 191 and 192, or MGMT 191  
Restriction: MGMT 291

#### **Goals of the Course**

The following goals form the foundation for improved understanding of communication in the business environment. It is hoped that this understanding will increase your awareness of professional relationships, your own participation in such relationships and the ways in which you, as a responsible organisational citizen, can contribute to productive workplace practices.

By the end of the course you should be able to:

- Improve your communication competencies and be able to apply these competencies to your University study.
- Improve your knowledge of communication principles, applications and skills needed to communicate effectively in the workplace.
- Increase your awareness of your own communication practices.
- Determine strategies to improve your workplace communication behaviours.
- Become aware of the role that communication technologies play in workplace communication.
- Develop appropriate learning strategies to continue your development of higher level thinking and learning processes and
- Further develop your independent learning behaviours.

#### **Learning Outcomes**

By the end of this course it is expected that the student will be able to:

- 1. Analyse and apply the transactional model of human communication in workplace, small group, interpersonal and intrapersonal communication situations.**

- Identify and explain the interrelationship among the elements of the model.
- Interpret the role of verbal and nonverbal codes, and listening behaviours.
- Analyse and interpret the impact that perception, gender and culture have on language usage and listening behaviours in both interpersonal and group situations.
- Analyse the impact of technology on the communication process and workplace relationships.

## **2. Manage information to produce effective communication across different mediums**

- Access, assimilate and evaluate information from a variety of sources.
- Integrate information from a variety of sources into your assignments.
- Demonstrate the ability to construct and write business documents.
- Demonstrate the ability to research, organise and present information in the oral medium.

## **3. Understand the role effective communication plays in successful workplace relationships both interpersonal and group situations.**

- Use effective communication behaviours to initiate, build, and develop effective workplace relationships in both interpersonal and group situations.
- Recognise the impact that gender and culture has on communicating effectively in workplace relationships in both interpersonal and group communication.
- Demonstrate good conflict and negotiation strategies in a small group.
- Demonstrate effective leadership communication behaviours in a small group.
- Demonstrate a deeper knowledge of the relationship between group problem solving, decision making and communication.

## **4. Demonstrate an awareness of your own communication behaviours and the ability to modify such behaviours in workplace relationships.**

- Analyse the strengths and weaknesses of your own communication behaviours.
- Develop improved strategies for your own communication.
- Determine ways to improve your own workplace relationships through employing different communication behaviours and understanding the communication of others.

## **Content Outline**

Dates	Content	Readings
Week 1	Course overview Communication theory and professional practice Models of communication: transmission and transactional	Textbook chapter 1
Week 2	Language and communication practice	Textbook chapter 2
Week 3	Non-verbal communication – Intercultural dimensions	Textbook chapter 3
Week 4	Intercultural communication Perception Mediated Communication	Textbook chapter 4 & 5

Week 5	Communicating in groups and teams Revision for In Class Test	Textbook chapter 8
<b>MID Semester Break – Friday 3 April to Saturday 18 April</b>		
Week 6	In class Test (Monday 4 – 6 class)	
Week 7	Oral reports & presentations theory Mastering presentations in practice	Textbook chapter 10
Week 8	Concepts and applications in interpersonal communication Listening	Textbook chapter 7
Week 9	Negotiating and interviewing	Textbook chapter 9
Week 10	Team Presentations	
Week 11	Writing Skills Professional and academic	Textbook chapters 11,12 & 13
Week 12	Course review and exam preparation	All chapters

## Learning and teaching

Monday 4-6 pm: Case Room 2, Owen G Glenn Building  
Wednesday 4 pm: Case Room 4, Owen G Glenn Building

## Teaching staff:

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## Learning Resources

**Textbook:** (prescribed) Archee, R., Gurney, M., & Mohan, T. (2013) *Communicating as professionals*. (3rd ed.). Victoria: Thomson.

### Other resources:

Varner, I., & Beamer, L., (2011) *Intercultural Communication in the Global Workplace*. (5th ed.) USA: McGraw-Hill

Additional learning resources including videos and power point presentations will be made available through CECIL.

## Assessment

The course is assessed on the basis of 50% for the examination and 50% for internal assessment.

Assessment	Marks	Weighting	Due date	Learning outcomes
1) In Class Test	20	20%		1, 2, & 3
2) Oral presentation (Team)	20	20%		3 & 4
3) Peer Evaluation and written reflection (individual)	5	5%		3 & 4
4) Exam	55	55%		1, 2, & 3