UNSW Course Outline

MGMT2002 Managing Business Communication - 2024

Published on the 25 Aug 2024

General Course Information

Course Code : MGMT2002
Year : 2024
Term : Term 3
Teaching Period : T3
Is a multi-term course? : No
Faculty : UNSW Business School
Academic Unit : School of Management and Governance
Delivery Mode : In Person
Delivery Format : Standard
Delivery Location : Kensington
Campus : Sydney
Study Level : Undergraduate
Units of Credit : 6

Useful Links

Handbook Class Timetable

Course Details & Outcomes

Course Description

Effective communication management, at both individual and organisational levels, is essential 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 theories and principles of communication management; the dynamics of interpersonal communication; the significance of intercultural and international business communication; the use of language and non-verbal communication; managing communication in small groups and teams; communication in negotiations; creating communication networks; managing ethical issues in business communication; conducting communication audits and developing benchmarks; and strategies for improving organisational communication. The course also includes practical components for improving individual and small group communication.

Course Aims

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 organisational contexts. 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.

Relationship to Other Courses

Overall, this course provides you with the skills and knowledge to achieve a high standard of professional communication in your interactions with organisational stakeholders. The course draws from a range of management and organisational communication theories with significant practical applications for developing and maintaining professional relationships in contemporary organisations within the global context. Through exploration and application of theories and concepts, you will develop an understanding of how you and others manage communication processes. By considering and examining 'best practices' for managing interpersonal interactions in the organisational context, this course provides additional opportunities to develop and enhance your communication skills and behaviours. Ultimately, this course builds upon the body of knowledge gained from courses you have previously undertaken. With successful course completion, the expansion of your communication skills and concepts has broad applications for future courses and career experiences across a variety of disciplines.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Select and apply appropriate communication principles and theories in globalised business and social contexts
CLO2 : Develop the critical thinking skills to manage group and organisational communication in situations of crisis, change and uncertainty
CLO3 : Recognise and selectively apply the range of communication styles practised by successful professionals
CLO4 : Evaluate and select appropriate communication strategies for developing and maintaining interpersonal relationships

Course Learning Outcomes	Assessment Item
CLO1 : Select and apply appropriate communication principles and theories in globalised business and social contexts	• Reflective Report 1 • Reflective Report 2 • Negative News Memo Packet • Final Examination
CLO2 : Develop the critical thinking skills to manage group and organisational communication in situations of crisis, change and uncertainty	• Reflective Report 1 • Reflective Report 2 • Negative News Memo Packet
CLO3 : Recognise and selectively apply the range of communication styles practised by successful professionals	• Final Examination • Reflective Report 1 • Reflective Report 2 • Negative News Memo Packet
CLO4 : Evaluate and select appropriate communication strategies for developing and maintaining interpersonal relationships	• Final Examination • Reflective Report 1 • Reflective Report 2 • Negative News Memo Packet

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this course

This course was designed with your best interests in mind. In structuring the course, there is a deliberate balance between offering flexibility where possible while also selecting the best ways to achieve our learning goals.

Learning material comes from a variety of mediums and sources including textbook readings, lecture slides, video clips, plus discussions of recent experiences and current events. This

content will overlap and build together as we move through the course.

In MGMT2002, there are inherent expectations that you:

- Review the respective textbook chapters, posted material, and other assigned readings for weekly topics prior to course meetings.
- Attend our lectures on a weekly basis.
- Attend tutorials as scheduled (as determined by your selected tutorial).

The course involves a combination of multiple components each week: 120 minutes of lecture, 90 minutes of tutorial, and individual study:

Lectures are delivered on *Wednesdays* from 2:00 - 4:00 pm in *Electrical Engineering G23*. To preserve the live dynamic of our classroom, lecture sessions are not recorded. Supplemental lecture files may be available on a delayed basis.

- Tutorials will also be delivered on campus. You are expected to convene at the scheduled time to discuss this content. Your tutorial instructor will provide further information.
- There will also be times where you can meet and chat with your Lecturer throughout the term to support your learning. More details will follow on these additional time windows.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Reflective Report 1 Assessment Format: Individual	30%	Due Date: 11/10/2024 04:30 PM
Reflective Report 2 Assessment Format: Individual	30%	Due Date: 08/11/2024 04:30 PM
Negative News Memo Packet Assessment Format: Individual	20%	Due Date: 15/11/2024 04:30 PM
Final Examination Assessment Format: Individual	20%	

Assessment Details
Reflective Report 1

Assessment Overview

In this assessment, you will reflect and report on recent course content with the integration of potential contributions to society, business, and career ahead.

Reflective Report - Assesses: PLO1, PLO2, PLO3, PLO5, PLO6, PLO7.

Course Learning Outcomes

- CLO1 : Select and apply appropriate communication principles and theories in globalised business and social contexts
- CLO2 : Develop the critical thinking skills to manage group and organisational communication in situations of crisis, change and uncertainty
- CLO3 : Recognise and selectively apply the range of communication styles practised by successful professionals
- CLO4 : Evaluate and select appropriate communication strategies for developing and maintaining interpersonal relationships

Detailed Assessment Description

This assessment provides an opening opportunity to apply course content and reflect on your career goals (in relation to some career material you provide). The goal of this assignment is to align your thinking between course content and your career plans. In this assessment, you will reflect and report on recent course content with the integration of potential contributions to society, business, and career ahead. The reflective reports allow you to focus on the areas which are more interesting and meaningful to you (or more applicable to your career). Although commentary will vary depending on your individual interests and concerns, higher marks are awarded to the extension and application of knowledge.

Assessment Length

1,200 - 1,600 words

Submission notes

See Moodle for further details.

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Generative AI Permission Level

No Assistance

This assessment is designed for you to complete without the use of any generative AI. You are not permitted to use any generative AI tools, software or service to search for or generate information or answers.

For more information on Generative AI and permitted use please see here.

Reflective Report 2

<u>Assessment Overview</u>

In this assessment, you will reflect and report on recent course content with the integration of potential contributions to society, business, and career ahead.

Reflective Report - Assesses: PLO1, PLO2, PLO3, PLO5, PLO6, PLO7.

<u>Course Learning Outcomes</u>

- CLO1 : Select and apply appropriate communication principles and theories in globalised business and social contexts
- CLO2 : Develop the critical thinking skills to manage group and organisational communication in situations of crisis, change and uncertainty
- CLO3 : Recognise and selectively apply the range of communication styles practised by successful professionals
- CLO4 : Evaluate and select appropriate communication strategies for developing and maintaining interpersonal relationships

<u>Detailed Assessment Description</u>

In this assessment, you will reflect and report on the course content with the integration of potential contributions to society, business, and career ahead. Covering the second half of course content, this reflective report allows you to focus on the areas which are more interesting and meaningful to you (or more applicable to your career). Although commentary will vary depending on your individual concerns, higher marks are awarded to the extension and application of knowledge. This reflective report is expected to review and build off of the career elements presented in your first reflective report.

<u>Assessment Length</u>

1,200 - 1,600 words

<u>Submission notes</u>

See Moodle for further details.

<u>Assignment submission Turnitin type</u>

This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

<u>Generative AI Permission Level</u>

No Assistance

This assessment is designed for you to complete without the use of any generative AI. You are

not permitted to use any generative AI tools, software or service to search for or generate information or answers.

For more information on Generative AI and permitted use please see [here](#).

Negative News Memo Packet

Assessment Overview

In this authentic and problem-based assessment, you will apply course principles and practice your business writing with presenting bad news (or new policies) based on a real-life (or anticipated hypothetical) problem/case.

Negative News Memo - Assesses: PLO1, PLO2, PLO3, PLO5, PLO6, PLO7.

Course Learning Outcomes

- CLO1 : Select and apply appropriate communication principles and theories in globalised business and social contexts
- CLO2 : Develop the critical thinking skills to manage group and organisational communication in situations of crisis, change and uncertainty
- CLO3 : Recognise and selectively apply the range of communication styles practised by successful professionals
- CLO4 : Evaluate and select appropriate communication strategies for developing and maintaining interpersonal relationships

Detailed Assessment Description

In this submission, you will have an opportunity to apply course principles and practice your business writing with presenting bad news (or new policies) based on a real-life (or anticipated hypothetical) problem/case. In this Negative News Memo Packet, you will put together a proposed plan for responding to a difficult situation in terms of organisational communication which includes a memo to the stakeholders assigned.

Assessment Length

3 - 4 pages

Submission notes

See Moodle for further details.

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Generative AI Permission Level

Simple Editing Assistance

In completing this assessment, you are permitted to use standard editing and referencing functions in the software you use to complete your assessment. These functions are described below. You must not use any functions that generate or paraphrase passages of text or other media, whether based on your own work or not.

If your Convenor has concerns that your submission contains passages of AI-generated text or media, you may be asked to account for your work. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

For more information on Generative AI and permitted use please see here.

Final Examination

Assessment Overview

This summative multiple choice-style exam (timed) tests your knowledge of course terms and information in a rapid manner to ensure that course content can be applied at conversational speed.

Final Examination - Assesses: PLO1, PLO2, PLO3, PLO5, PLO6, PLO7.

Course Learning Outcomes

- CLO1 : Select and apply appropriate communication principles and theories in globalised business and social contexts
- CLO3 : Recognise and selectively apply the range of communication styles practised by successful professionals
- CLO4 : Evaluate and select appropriate communication strategies for developing and maintaining interpersonal relationships

Detailed Assessment Description

The purpose of this assessment is to help ensure that course content is developed to the point where it can be applied familiarly and
conversationally. Exam questions are randomised from a larger pool of questions. This final examination is delivered online via Inspera per final exam timetable (as released later in term).

Assessment Length

50 questions

Submission notes

See Moodle for further details.

Assignment submission Turnitin type

Not Applicable

Generative AI Permission Level

Not Applicable

Generative AI is not considered to be of assistance to you in completing this assessment. If you do use generative AI in completing this assessment, you should attribute its use.
For more information on Generative AI and permitted use please see here.

General Assessment Information

As a student at UNSW you are expected to display academic integrity in your work and interactions. Where a student breaches the UNSW Student Code with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Student Code, it is strongly recommended that you complete the Working with Academic Integrity module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

Grading Basis

Standard

Requirements to pass course

In order to pass this course students must:

- Achieve a composite mark of at least 50 out of 100
- Engage actively in course learning activities and attempt all assessment requirements
- Meet any additional requirements specified in the assessment details
- Meet the specified attendance requirements of the course

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 9 September - 15 September	Lecture	Course Introduction & Foundations of Communication • Course Overview • Textbook reading: Chapters 1 & 2
	Tutorial	Tutorials Introduction & Overview of Lecture Content • Getting to know your tutorial members • Discussion of Week 1 Lecture Material
Week 2 : 16 September - 22 September	Lecture	Intrapersonal & Interpersonal Communication • Textbook reading: Chapter 16.1-3 & 16.5
	Tutorial	Highlighted Discussion: Personality & Communication Preferences • Discussion of Week 2 Lecture Material • Review Results of Big 5 Personality Test
Week 3 : 23 September - 29 September	Lecture	Understanding Your Audience • Textbook reading: Chapter 3
	Tutorial	Highlighted Discussion of Lecture Content: Considering Biases • Discussion of Week 3 Lecture Material • Video: Optimism Bias
Week 4 : 30 September - 6 October	Lecture	Intercultural & International Business Communication • Textbook reading: Chapter 18
	Tutorial	Highlighted Discussion of Lecture Content: Cultural Dimensions & Australian Business Norms • Discussion of Week 4 Lecture Material • Advising others about conducting business in Australia
Week 5 : 7 October - 13 October	Lecture	Nonverbal Communication • Textbook reading: Chapter 11 • Assessment Due: Reflective Report #1 (Friday 11 October by 4:30 pm AEDT)
	Tutorial	Highlighted Discussion of Lecture Content: Lies & Body Language • Discussion of Week 5 Lecture Material • Watch & Discuss: Spotting lies, recognising discomfort, and reading body language
Week 6 : 14 October - 20 October	Lecture	Flexibility Week • No new material • No scheduled meetings (i.e., no lectures or tutorials)
Week 7 : 21 October - 27 October	Lecture	Negative News & Crisis Communication • Textbook reading: Chapter 17
	Tutorial	Highlighted Discussion of Lecture Content: Examples of Persuasion • Discussion of Week 7 Lecture Material • Discussion of Negative News Memo • Show & Tell: Sharing of examples (recent organisational messages/ notices)
Week 8 : 28 October - 3 November	Lecture	Persuasion • Textbook reading: Chapter 14

	Tutorial	Highlighted Discussion of Lecture Content: Examples of Persuasion • Discussion of Week 8 Lecture Material • Application to Current Events
Week 9 : 4 November - 10 November	Lecture	Hidden & Veiled Communication • Supplementary material (no corresponding textbook chapter) • Assessment Due: Reflective Report #2 (Friday 8 November by 4:30 pm AEDT)
	Tutorial	Highlighted Discussion of Lecture Content: What isn't being said? • Discussion of Week 9 Lecture Material • Application to Current Events • Watch and Discuss: Purl
Week 10 : 11 November - 17 November	Lecture	Collective Organisational Communication: Groups, Decisions, & Emerging Technologies • Textbook reading: Chapter 19 • Assessment Due: Negative News Memo (Friday 15 November by 4:30 pm AEDT)
	Tutorial	Highlighted Discussion of Lecture Content: Reflecting on culture and technology • Discussion of Week 10 Lecture Material • Course Wrap-up

Attendance Requirements

Please note that lecture recordings are not available for this course. Students are strongly encouraged to attend all classes and contact the Course Authority to make alternative arrangements for classes missed.

Course Resources

Prescribed Resources

The website for this course is on Moodle. Additional course resources to support your learning experience will be provided on this site.

The required textbook for this course is open access: Business Communication for Success (ISBN: 9781946135056)

Course Evaluation and Development

MGMT2002 has been ultimately designed with your best interests in mind. The organisation of *Managing Business Communication* aims to strike a healthy balance across goals and circumstances. We cover a range of exciting topics that can be widely applied in your future growth and development. In leading the course, I try to use a variety of mediums and sources to enrich your learning. Across our student-centred (and problem-based) assessments, you have

meaningful opportunities to practice new knowledge and skills with the flexibility to tailor responses toward your interests and concerns.

This course continues be a positive experience based upon student feedback; however, I continue to make modifications each term that aim to keep improving the course and fostering student success. Some key examples of recent changes include updating assessments across intended purposes, refreshing content, and bolstering guidance within marking guides. Informal feedback about the course as we progress in the term is always appreciated.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Lecturer	Andrew Dhaenens		Room 539, UNSW Business School		By appointment	No	Yes

Other Useful Information

Academic Information

COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and the UNSW and Business School learning expectations, rules, policies and support services as listed below:

- Program Learning Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Protocol for Viewing Final Exam Scripts
- Student Learning Support Services

Further information is provided on the Policies and Guidelines page.

Students may not circulate or post online any course materials such as handouts, exams, syllabi or similar resources from their courses without the written permission of their instructor.

STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be

able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are developed across the duration of a program. PLOs are, in turn, directly linked to UNSW graduate capabilities. More information on Coursework PLOs is available on the Policies and Guidelines page. For PG Research PLOs, including MPDBS, please refer to UNSW HDR learning outcomes.

Academic Honesty and Plagarism

As a student at UNSW you are expected to display academic integrity in your work and interactions. Where a student breaches the UNSW Code of Conduct with respect to academic integrity, the University may take disciplinary action. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Code of Conduct, it is strongly recommended that you complete the Working with Academic Integrity module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

Submission of Assessment Tasks

SHORT EXTENSIONS

Short Extension is a new process that allows you to apply for an extended deadline on your assessment without the need to provide supporting documentation, offering immediate approval during brief, life-disrupting events. Requests are automatically approved once submitted.

Short extensions are ONLY available for some assessments. Check your course outline or Moodle to see if this is offered for your assessments. Where a short extension exists, all students enrolled in that course in that term are eligible to apply. Further details are available the UNSW Current Students page.

SPECIAL CONSIDERATION

You can apply for special consideration when illness or other circumstances beyond your control

interfere with your performance in a specific assessment task or tasks, including online exams. Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable.

Applications can only be made online and will NOT be accepted by teaching staff. Applications will be assessed centrally by the Case Review Team, who will update the online application with the outcome and add any relevant comments. The change to the status of the application immediately sends an email to the student and to the assessor with the outcome of the application. The majority of applications will be processed within 3-5 working days.

For further information, and to apply, see Special Consideration on the UNSW [Current Students](#) page.

LATE SUBMISSION PENALTIES

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been approved. In the case of an approved Equitable Learning Plan (ELP) provision, special consideration or short extension, the late penalty applies from the date of approved time extension. After five days from the extended deadline, the assessment cannot be submited.

An assessment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the 'wrong' assessment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers are immediately discussed or debriefed, the LIC may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE

Feedback on student performance from formative and summative assessment tasks will be provided to students in a timely manner. Assessment tasks completed within the teaching period of a course, other than a final assessment, will be assessed and students provided with feedback, with or without a provisional result, within 10 working days of submission, under normal circumstances. Feedback on continuous assessment tasks (e.g. laboratory and studio-

based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

Faculty-specific Information

PROTOCOL FOR VIEWING FINAL EXAM SCRIPTS

UNSW students have the right to view their final exam scripts, subject to a small number of very specific exemptions. The UNSW Business School has set a [protocol](#) under which students may view their final exam script. Individual schools within the Faculty may also set up additional local processes for viewing final exam scripts, so it is important that you check with your School.

If you are completing courses from the following schools, please note the additional school-specific information:

- Students in the **School of Accounting, Auditing & Taxation** who wish to view their final examination script should also refer to [this page](#).
- Students in the **School of Banking & Finance** should also refer to [this page](#).
- Students in the **School of Information Systems & Technology Management** should also refer to [this page](#).

COURSE EVALUATION AND DEVELOPMENT

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the [myExperience survey](#), which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

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.

TEACHING TIMES AND LOCATIONS

Please note that teaching times and locations are subject to change. Students are strongly advised to refer to the Class Timetable website for the most up-to-date teaching times and locations.