MGMT 2002

Managing Business Communication

Course Outline

Semester 1, 2016

Part A: Course-Specific Information
Part B: Key Policies, Student Responsibilities and Support
# Table of Contents

PART A: COURSE-SPECIFIC INFORMATION 2

1 STAFF CONTACT DETAILS 2

2 COURSE DETAILS 2

2.1 Teaching Times and Locations 2

2.2 Units of Credit 2

2.3 Summary of Course 2

2.4 Course Aims and Relationship to Other Courses 3

2.5 Student Learning Outcomes 3

2.6 Student Learning Outcomes 3

3 LEARNING AND TEACHING ACTIVITIES 5

3.1 Approach to Learning and Teaching in the Course 5

3.2 Learning Activities and Teaching Strategies 5

3.3 Lectures 6

3.4 Tutorials 6

4 ASSESSMENT 6

4.1 Formal Requirements 6

4.2 Assessment Details 6

4.3 Assessment Format 10

4.4 Assignment Submission Procedure 10

4.5 Late Submission 10

5 COURSE RESOURCES 10

6 COURSE EVALUATION AND DEVELOPMENT 12

7 COURSE SCHEDULE 13

8 PROGRAM LEARNING GOALS AND OUTCOMES 15

9 ACADEMIC HONESTY AND PLAGIARISM 16

10 STUDENT RESPONSIBILITIES AND CONDUCT 16

10.1 Workload 16

10.2 Attendance 16

10.3 General Conduct and Behaviour 17

10.4 Health and Safety 17

10.5 Keeping Informed 17

11 SPECIAL CONSIDERATION 17

12 STUDENT RESOURCES AND SUPPORT 19
PART A: COURSE-SPECIFIC INFORMATION

1 STAFF CONTACT DETAILS

Lecturer-in-charge: Ray Durham
Room 554
Phone No: 9385 9779
Email: raydurham@unsw.edu.au

Consultation Times – Thursdays 11am to 12noon (or by appointment)
To meet with Ray, go to the west foyer, UNSW Business School, 5th floor. To the left of the entrance to reception is an intercom - dial 59779. Please make prior appointment by email.

Tutor: Ray Durham

Course Communication Channels

Lecture and tutorial material, along with other resources, will be uploaded regularly to Moodle. A Question and Answer forum will be provided on Moodle where you are encouraged to post questions and answers concerning the course. If you wish to communicate with Ray on more personal issues, you should do so by email, using your UNSW account.

2 COURSE DETAILS

2.1 Teaching Times and Locations

Lectures start in Week 1 and conclude in week 13.

Time and Location: Matthews Theatre C; Friday 12noon-2pm

Tutorials start in Week 1 and conclude in Week 13

<table>
<thead>
<tr>
<th>TUTORIAL &amp; TIME</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>H09A Thursday 9am-10am</td>
<td>Webst. 302</td>
</tr>
<tr>
<td>H13A Thursday 1pm-2pm</td>
<td>Law 276</td>
</tr>
<tr>
<td>H15A Thursday 3pm-4pm</td>
<td>Col. LG01</td>
</tr>
<tr>
<td>F09A Friday 9am-10am</td>
<td>Gold. G04</td>
</tr>
</tbody>
</table>

Please note: Due to the public holiday in week 4, there will be no classes that week.

Tutorials will commence in week 1.

Punctual attendance at both lectures & tutorials is required.

2.2 Units of Credit

The course is worth 6 units of credit. There is no parallel teaching in this course.

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 & perception; the significance of intercultural communication; meaning created by body language and other nonverbal communication; managing communication in small groups and teams; digital and social media in organisations; critical thinking and reasoning; crisis communication; managerial ethics and Corporate Social Responsibility; and strategies for improving organisational communication.

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 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.

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.

2.6 Student Learning Outcomes

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

2.6.1 Select and apply appropriate ethical communication principles and theories in globalised business and social contexts

2.6.2 Develop the critical thinking skills to manage group and organisational communication in situations of crisis, change and uncertainty

2.6.3 Explain and selectively apply the range of communication styles practised by successful professionals

2.6.4 Evaluate and select appropriate communication strategies for developing and maintaining interpersonal relationships in a workplace context
2.6.5 Develop and apply the appropriate skills required to communicate effectively in writing in a professional context

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 the Undergraduate Program Learning Goals and Outcomes, see Part B of the course outline.

### Business Undergraduate Program Learning Goals and Outcomes

1. **Knowledge**: Our graduates will have in-depth disciplinary knowledge applicable in local and global contexts.
   You should be able to select and apply disciplinary knowledge to business situations in a local and global environment.

2. **Critical thinking and problem solving**: Our graduates will be critical thinkers and effective problem solvers.
   You should be able to identify and research issues in business situations, analyse the issues, and propose appropriate and well-justified solutions.

3. **Communication**: Our graduates will be effective professional communicators.
   You should be able to:
   - a. Prepare written documents that are clear and concise, using appropriate style and presentation for the intended audience, purpose and context, and
   - b. Prepare and deliver oral presentations that are clear, focused, well-structured, and delivered in a professional manner.

4. **Teamwork**: Our graduates will be effective team participants.
   You should be able to participate collaboratively and responsibly in teams, and reflect on your own teamwork, and on the team’s processes and ability to achieve outcomes.

5. **Ethical, social and environmental responsibility**: Our graduates will have a sound awareness of the ethical, social, cultural and environmental implications of business practice.
   You should be able to:
   - a. Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, and
   - b. Identify social and cultural implications of business situations.

### Program Learning Goals and Outcomes

<table>
<thead>
<tr>
<th>Program Learning Goals and Outcomes</th>
<th>Course Learning Outcomes</th>
<th>Course Assessment Item</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>This course helps you to achieve the following learning goals for all Business undergraduate students:</strong></td>
<td><strong>On successful completion of the course, you should be able to:</strong></td>
<td><strong>This learning outcome will be assessed in the following items:</strong></td>
</tr>
<tr>
<td>1 Knowledge</td>
<td>Select and apply appropriate ethical</td>
<td>• Case study</td>
</tr>
</tbody>
</table>

business.unsw.edu.au

CRICOS Code 00098G
<table>
<thead>
<tr>
<th></th>
<th>Communication Principles and Theories in Globalised Business and Social Contexts.</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Critical Thinking and Problem Solving</td>
<td>Develop the critical thinking skills to manage group and organisational communication in situations of crisis, change and uncertainty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Case study assessment</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Group presentations assessment</td>
</tr>
<tr>
<td>3a</td>
<td>Written Communication</td>
<td>Develop and apply the appropriate skills required to communicate effectively in writing in a professional context</td>
</tr>
<tr>
<td>3b</td>
<td>Oral Communication</td>
<td>Evaluate and select appropriate communication strategies for developing and maintaining interpersonal relationships.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Case study assessment</td>
</tr>
<tr>
<td>4</td>
<td>Teamwork</td>
<td>Develop the critical thinking skills to manage group and organisational communication in situations of crisis, change and uncertainty.</td>
</tr>
<tr>
<td>5a</td>
<td>Ethical, Social and Environmental Responsibility</td>
<td>Select and apply appropriate ethical communication principles and theories in globalised business and social contexts.</td>
</tr>
<tr>
<td>5b</td>
<td>Social and Cultural Awareness</td>
<td>Evaluate and select appropriate communication strategies for developing and maintaining interpersonal relationships.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Case study assessment</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Final exam</td>
</tr>
</tbody>
</table>

### 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 do the relevant reading 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.

3.3 Lectures
Lectures will be interactive and involve group discussion of scenarios presented during the lecture. As lectures will involve group discussions, you are required to sit with and interact with a group. Additionally, assessable pop quizzes will be conducted randomly during lectures.

3.4 Tutorials
Tutorial activities will be based on the topic from the lecture of the previous week. Materials will be uploaded to Moodle and you are expected to download them and familiarise yourself with them prior to attending the tutorial.

4 ASSESSMENT

4.1 Formal Requirements

In order to pass this course, you must:

- achieve a composite mark of at least 50; and
- make a satisfactory attempt at all assessment tasks (see below).
- have an attendance of at least 80%

4.2 Assessment Details

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Weighting</th>
<th>Length</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Pop quizzes (3 @ 5 marks each)</td>
<td>15%</td>
<td>N/A</td>
<td>Random-weeks 2-13 in lectures</td>
</tr>
<tr>
<td>b) Case analysis report</td>
<td>25%</td>
<td>2200 words</td>
<td>Week 9</td>
</tr>
<tr>
<td>c) Group presentation</td>
<td>20%</td>
<td>15 minutes</td>
<td>Tutorials, Weeks 10-13</td>
</tr>
<tr>
<td>d) Final Exam</td>
<td>40%</td>
<td>2 hours</td>
<td>University Exam Period</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4.2.1 Assessment One – Three Multiple Choice Pop Quizzes – Value 5% each.
Rationale for this assessment

- To reward students who start and maintain good study habits
- 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 three 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 the quiz will be entered in the Grade book on Moodle.

There will be no makeup quizzes except in extenuating circumstances.

4.2.2 Assessment Two – Case Analysis Report (2200 Words (plus or minus 10%)) - Value 25%

DUE: In your tutorial, Week 9, commencing Monday 2 May.

Rationale for this assessment

- To test your critical thinking and analysis skills
- To test your understanding of the theoretical concepts taught in the course by applying them to a case study organisation

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

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. 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 structuring of a business report will be discussed in week seven tutorial.

The required referencing system for this report is Harvard author-date, with a Harvard style Reference List. No other referencing system should be used. The Executive Summary is included in the word count; however, the Reference List is not included.

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

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>INDICATORS</th>
<th>MARK 100%</th>
<th>% MARK AWARDED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct business report structure</td>
<td>Contains all the stipulated sections of a business report</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Each section provides all relevant information</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Conforms with assignment submission procedures</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ability to identify &amp; discuss relevant</td>
<td>Key issues of case identified</td>
<td>35%</td>
<td></td>
</tr>
<tr>
<td>communication &amp; ethical issues</td>
<td>Discussion of issues linked to relevant course content &amp; other relevant literature</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Demonstrated understanding of course content &amp; ability to apply it to the case</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Depth &amp; breadth of</td>
<td>Evidence of critical reflection</td>
<td>20%</td>
<td></td>
</tr>
</tbody>
</table>
### Analysis
- Conceptualising & evaluating information

### Well developed & well supported argument
- Well defined premises supported by research
- A logical conclusion based on premises

<table>
<thead>
<tr>
<th>Written expression</th>
<th>10%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Well constructed sentences, correct grammar, spelling and punctuation</td>
<td></td>
</tr>
<tr>
<td>Synthesised and coherent discussion</td>
<td></td>
</tr>
</tbody>
</table>

### Acknowledgement of sources
- Using Harvard in-text citations, with a minimum of six separate academic sources
- Harvard style reference list

### FINAL MARK

<table>
<thead>
<tr>
<th></th>
<th>4.2.3 Assignment Submission Procedure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use size 12 font and 1.5 line spacing</td>
<td></td>
</tr>
<tr>
<td>A completed assignment cover sheet must be attached as the front page of your assignment</td>
<td></td>
</tr>
<tr>
<td>Each page must have a header or footer with your name, student number and a page number</td>
<td></td>
</tr>
<tr>
<td>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</td>
<td></td>
</tr>
<tr>
<td>Your assignment must be uploaded to Turnitin by 5pm on the day of your tutorial</td>
<td></td>
</tr>
</tbody>
</table>

### 4.2.4 Assessment Three – Group Presentation – Value 20%

<table>
<thead>
<tr>
<th>DUE</th>
<th>4.2.4 Assessment Three – Group Presentation – Value 20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>weeks 10-13</td>
<td></td>
</tr>
</tbody>
</table>

**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 three or four, 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 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 and announce that prior to your
presentation commencing. You are to assume that senior management from the organisation has approached you with a communication problem and have asked you to present a strategy to overcome the problem. Your presentation content should be tailored specifically to meet the needs of the core business of the organisation you nominate.

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.

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 eight lecture will provide advice and guidelines on delivering a professional presentation. Additionally, week nine tutorial will comprise of a workshop on presentation planning & provide you with an opportunity to discuss your plan with your tutor.

Marking Criteria

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>INDICATORS</th>
<th>MARK 100%</th>
<th>% MARK AWARDED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall structure</td>
<td>• Appropriate introduction, discussion and conclusion</td>
<td></td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>• Organisation of ideas</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Logical transitions to major points</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Adherence to time frame</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of argument and persuasive strategies</td>
<td>• Addresses the needs of the client organisation</td>
<td></td>
<td>40%</td>
</tr>
<tr>
<td></td>
<td>• Links to course content and other relevant theories</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Demonstrated knowledge of topic and client</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Logical conclusion based on supported premises</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of visual &amp; other aids</td>
<td>• Design of slide show – legible and error free</td>
<td></td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>• Conveys ideas that cannot be expressed verbally</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall presentation skills</td>
<td>• Audience engagement</td>
<td></td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>• Credibility of speakers</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Language and nonverbal communication</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Coordinated team approach</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complies with assignment submission procedures</td>
<td>• Title page including logo, slogan, mission statement, name of consultancy and name of client organisation</td>
<td></td>
<td>10%</td>
</tr>
<tr>
<td>FINAL MARK</td>
<td></td>
<td></td>
<td>/20</td>
</tr>
</tbody>
</table>
4.2.5 Assignment submission procedure

- You must upload a copy of all visual aids to the link provided on Moodle at least twenty fours prior to your presentation. This should include a group assignment covering sheet and a title page setting out the name of your consultancy, logo, slogan and mission statement.

4.2.6 Assessment Four – Final Examination – Value 40%

**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

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

4.3 Assessment Format

See 4.2.3.

4.4 Assignment Submission Procedure

See relevant procedure for each assessment task.

4.5 Late Submission

Requests for late submission of assignments must be made in writing to the Lecturer in Charge at least three days before the assignment is due and must be supported by credible documentation. 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).

**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.

5 COURSE RESOURCES

5.1 UNSW Moodle

Weekly lecture slides and tutorial resources will be uploaded by the Wednesday 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 may be uploaded from time to time and you are advised to monitor the website regularly.
5.2 Prescribed Text

The prescribed text for this course is:


You are required to obtain a copy of the textbook, which is available from the UNSW Bookshop. You are expected to read the relevant chapters of the text before classes. A knowledge and understanding of the text material will promote your understanding and 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


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

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


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

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 Course and Teaching Evaluation and Improvement (CATEI) Process is one of the ways in which student evaluative feedback is gathered. In this course, we will seek your feedback through end of semester CATEI evaluations. Feedback from previous students indicated students preferred a greater value in individual assessments. As a result of this feedback, the individual marks for this course have been increased from 65% to 80%.
# 7 COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Week commencing</th>
<th>Lecture Topic</th>
<th>Tutorial Topic</th>
<th>References</th>
<th>Other Activities/Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1 29 Feb</td>
<td>Foundations of Communication</td>
<td>• Induction</td>
<td>Text Ch. 1</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Course preview</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 2 7 Mar</td>
<td>Ethical Communication</td>
<td>• Impediments to competent communication</td>
<td>Text Ch. 2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>&amp; Corporate Social Responsibility</td>
<td>• Testing the models</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 3 14 Mar</td>
<td>Interpersonal Communication</td>
<td>• Ethics video case study</td>
<td>Text Ch. 3</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• The costs/benefits of ethics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 4 21 Mar</td>
<td>NO CLASSES</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PUBLIC HOLIDAY</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25 Mar to 2 Apr</td>
<td>MID SEMESTER BREAK</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 5</td>
<td>Perception &amp; Emotional</td>
<td>• Values</td>
<td>Text Ch. 4</td>
<td>Formation of presentation teams</td>
</tr>
<tr>
<td></td>
<td>Intelligence</td>
<td>• Developing Self awareness</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 6</td>
<td>Persuasion, Argumentation &amp;</td>
<td>• Individual &amp; group case study</td>
<td>Text Ch. 5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Critical Thinking</td>
<td>• Context &amp; managing emotions</td>
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<tr>
<td>Week 7</td>
<td>Nonverbal Communication</td>
<td>• Report writing workshop</td>
<td>Text Ch. 6</td>
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<td></td>
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<td>• Developing an argument in writing</td>
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<tr>
<td>Week 8</td>
<td>Presenting Professionally</td>
<td>• Video Case Study</td>
<td>Text Ch. 7</td>
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<td></td>
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<td>• Interpreting nonverbal cues</td>
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<tr>
<td>Week 9</td>
<td>Language &amp; Meaning</td>
<td>• Presentation planning workshop</td>
<td>Reading on Moodle</td>
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<td>Report due</td>
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<tr>
<td>Week 10</td>
<td>Intercultural Communication</td>
<td>• Case study-meanings in words</td>
<td>Text Ch. 8</td>
<td>Group Presentations</td>
</tr>
<tr>
<td>Week 11</td>
<td>Team Communication</td>
<td>• Case study-Intercultural business negotiation</td>
<td>Text Ch. 9</td>
<td>Group Presentations</td>
</tr>
<tr>
<td>Week 12</td>
<td>Organisational Communication</td>
<td>• Case Study - Group decision making</td>
<td>Text Ch. 10</td>
<td>Group Presentations</td>
</tr>
<tr>
<td>Week 13</td>
<td>Crisis Communication &amp; Course Review</td>
<td>• Organisational Culture &amp; Assimilation</td>
<td>Text Ch. 11</td>
<td>Group Presentations</td>
</tr>
</tbody>
</table>
PART B: KEY POLICIES, STUDENT RESPONSIBILITIES AND SUPPORT

8 PROGRAM LEARNING GOALS AND OUTCOMES

The Business School Program Learning Goals reflect what we want all students to BE or HAVE by the time they successfully complete their degree, regardless of their individual majors or specialisations. For example, we want all our graduates to HAVE a high level of business knowledge, and a sound awareness of ethical, social, cultural and environmental implications of business. As well, we want all our graduates to BE effective problem-solvers, communicators and team participants. These are our overall learning goals for you and are sought after by employers.

You can demonstrate your achievement of these goals by the specific outcomes you achieve by the end of your degree (e.g. be able to analyse and research business problems and propose well-justified solutions). Each course contributes to your development of two or more program learning goals/outcomes by providing opportunities for you to practise these skills and to be assessed and receive feedback.

Program Learning Goals for undergraduate and postgraduate students cover the same key areas (application of business knowledge, critical thinking, communication and teamwork, ethical, social and environmental responsibility), which are key goals for all Business students and essential for success in a globalised world. However, the specific outcomes reflect different expectations for these levels of study.

We strongly advise you to choose a range of courses which assist your development of these skills, e.g., courses assessing written and oral communication skills, and to keep a record of your achievements against the Program Learning Goals as part of your portfolio.

<table>
<thead>
<tr>
<th>Business Undergraduate Program Learning Goals and Outcomes</th>
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<tr>
<td><strong>1. Knowledge:</strong> Our graduates will have in-depth disciplinary knowledge applicable in local and global contexts.</td>
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<tr>
<td>You should be able to select and apply disciplinary knowledge to business situations in a local and global environment.</td>
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<tr>
<td><strong>2. Critical thinking and problem solving:</strong> Our graduates will be critical thinkers and effective problem solvers.</td>
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<td>You should be able to identify and research issues in business situations, analyse the issues, and propose appropriate and well-justified solutions.</td>
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<td><strong>3. Communication:</strong> Our graduates will be effective professional communicators.</td>
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<td>You should be able to:</td>
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<tr>
<td>a. Prepare written documents that are clear and concise, using appropriate style and presentation for the intended audience, purpose and context, and</td>
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<tr>
<td>b. Prepare and deliver oral presentations that are clear, focused, well-structured, and delivered in a professional manner.</td>
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<tr>
<td><strong>4. Teamwork:</strong> Our graduates will be effective team participants.</td>
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<td>You should be able to participate collaboratively and responsibly in teams, and reflect on your own teamwork, and on the team’s processes and ability to achieve outcomes.</td>
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<tr>
<td><strong>5. Ethical, social and environmental responsibility:</strong> Our graduates will have a sound awareness of the ethical, social, cultural and environmental implications of business practice.</td>
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<tr>
<td>You will be able to:</td>
</tr>
</tbody>
</table>
a. Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, and
b. Identify social and cultural implications of business situations.

9 ACADEMIC HONESTY AND PLAGIARISM

The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. For UNSW policies, penalties, and information to help you avoid plagiarism see: https://student.unsw.edu.au/plagiarism as well as the guidelines in the online ELISE tutorials for all new UNSW students: http://subjectguides.library.unsw.edu.au/eli

To see if you understand plagiarism, do this short quiz: https://student.unsw.edu.au/plagiarism-quiz

For information on how to acknowledge your sources and reference correctly, see: https://student.unsw.edu.au/harvard-referencing

For the Business School Harvard Referencing Guide, see the Business Referencing and Plagiarism webpage (Business >Students>Learning support> Resources>Referencing and plagiarism).

10 STUDENT RESPONSIBILITIES AND CONDUCT

Students are expected to be familiar with and adhere to university policies in relation to class attendance and general conduct and behaviour, including maintaining a safe, respectful environment; and to understand their obligations in relation to workload, assessment and keeping informed.

Information and policies on these topics can be found in UNSW Current Students ‘Managing your Program’ webpages: https://student.unsw.edu.au/program.

10.1 Workload

It is expected that you will spend at least nine to ten hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, online activities and attending classes. In periods where you need to complete assignments or prepare for examinations, the workload may be greater. Over-commitment has been a cause of failure for many students. You should take the required workload into account when planning how to balance study with employment and other activities.

We strongly encourage you to connect with your Moodle course websites in the first week of semester. Local and international research indicates that students who engage early and often with their course website are more likely to pass their course.

Information on expected workload: https://student.unsw.edu.au/uoc

10.2 Attendance

Your regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than 80% of scheduled classes they may be refused final assessment. For more information, see: https://student.unsw.edu.au/attendance
10.3 General Conduct and Behaviour
You are expected to conduct yourself with consideration and respect for the needs of your fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students may be asked to leave the class. More information on student conduct is available at: https://student.unsw.edu.au/conduct

10.4 Health and Safety
UNSW Policy requires each person to work safely and responsibly, in order to avoid personal injury and to protect the safety of others. For more information, see http://www.ohs.unsw.edu.au/.

10.5 Keeping Informed
You should take note of all announcements made in lectures, tutorials or on the course website. From time to time, the University will send important announcements to your university e-mail address without providing you with a paper copy. You will be deemed to have received this information. It is also your responsibility to keep the University informed of all changes to your contact details.

11 SPECIAL CONSIDERATION
You must submit all assignments and attend all examinations scheduled for your course. You should seek assistance early if you suffer illness or misadventure which affects your course progress.

General information on special consideration for undergraduate and postgraduate courses:
1. All applications for special consideration must be lodged online through myUNSW within 3 working days of the assessment (Log into myUNSW and go to My Student Profile tab > My Student Services > Online Services > Special Consideration). You will then need to submit the originals or certified copies of your completed Professional Authority form (pdf - download here) and other supporting documentation to Student Central. For more information, please study carefully in advance the instructions and conditions at: https://student.unsw.edu.au/special-consideration
2. Please note that documentation may be checked for authenticity and the submission of false documentation will be treated as academic misconduct. The School may ask to see the original or certified copy.
3. Applications will not be accepted by teaching staff. The lecturer-in-charge will be automatically notified when you lodge an online application for special consideration.
4. Decisions and recommendations are only made by lecturers-in-charge (or by the Faculty Panel in the case of UG final exam special considerations), not by tutors.
5. Applying for special consideration does not automatically mean that you will be granted a supplementary exam or other concession.
6. Special consideration requests do not allow lecturers-in-charge to award students additional marks.

Business School policy on requests for special consideration for Final Exams in undergraduate courses:
The lecturer-in-charge will need to be satisfied on each of the following before supporting a request for special consideration:

1. Does the medical certificate contain all relevant information? For a medical certificate to be accepted, the degree of illness, and impact on the student, must be stated by the medical practitioner (severe, moderate, mild). A certificate without this will not be valid.
2. Has the student performed satisfactorily in the other assessment items? Satisfactory performance would require at least a pass mark in attempted assessments and meeting the obligation to have attended 80% of tutorials.
3. Does the student have a history of previous applications for special consideration? A history of previous applications may preclude a student from being granted special consideration.

Special consideration and the Final Exam in undergraduate courses:
Applications for special consideration in relation to the final exam are considered by a Business School Faculty panel to which lecturers-in-charge provide their recommendations for each request. If the Faculty panel grants a special consideration request, this will entitle the student to sit a supplementary examination. No other form of consideration will be granted. The following procedures will apply:

1. Supplementary exams will be scheduled centrally and will be held approximately two weeks after the formal examination period. The dates for Business School supplementary exams for Semester 1, 2016 are:
   13th July – exams for all Schools except Accounting and Economics
   If a student lodges a special consideration for the final exam, they are stating they will be available on the above dates. Supplementary exams will not be held at any other time.
2. Where a student is granted a supplementary examination as a result of a request for special consideration, the student’s original exam (if completed) will be ignored and only the mark achieved in the supplementary examination will count towards the final grade. Failure to attend the supplementary exam will not entitle the student to have the original exam paper marked and may result in a zero mark for the final exam.

If you attend the regular final exam, you are extremely unlikely to be granted a supplementary exam. Hence if you are too ill to perform up to your normal standard in the regular final exam, you are strongly advised not to attend. However, granting of a supplementary exam in such cases is not automatic. You would still need to satisfy the criteria stated above.

The Business School’s Special Consideration and Supplementary Examination Policy and Procedures for Final Exams for Undergraduate Courses is available at: www.business.unsw.edu.au/Students-Site/Documents/supplementary_exam_procedures.pdf.
12 STUDENT RESOURCES AND SUPPORT

The University and the Business School provide a wide range of support services for students, including:

- **Business School Education Development Unit (EDU)**
  [https://www.business.unsw.edu.au/students/resources/learning-support](https://www.business.unsw.edu.au/students/resources/learning-support)
  The EDU provides academic writing, study skills and maths support specifically for Business students. Services include workshops, online resources, and individual consultations. EDU Office: Level 1, Room 1033, Quadrangle Building. Phone: 9385 5584; Email: edu@unsw.edu.au.

- **Business Student Centre**
  [https://www.business.unsw.edu.au/students/resources/student-centre](https://www.business.unsw.edu.au/students/resources/student-centre)
  Provides advice and direction on all aspects of admission, enrolment and graduation. Office: Level 1, Room 1028 in the Quadrangle Building; Phone: 9385 3189.

- **Moodle eLearning Support**
  For online help using Moodle, go to: [https://student.unsw.edu.au/moodle-support](https://student.unsw.edu.au/moodle-support). For technical support, email: itservicecentre@unsw.edu.au; Phone: 9385 1333.

- **UNSW Learning Centre**
  [www.lc.unsw.edu.au](http://www.lc.unsw.edu.au)
  Provides academic skills support services, including workshops and resources, for all UNSW students. See website for details.

- **Library training and search support services**
  [http://info.library.unsw.edu.au/web/services/services.html](http://info.library.unsw.edu.au/web/services/services.html)

- **IT Service Centre**
  Provides technical support for problems logging in to websites, downloading documents etc. [https://www.it.unsw.edu.au/students/index.html](https://www.it.unsw.edu.au/students/index.html) Office: UNSW Library Annexe (Ground floor). Ph: 9385 1333.

- **UNSW Counselling and Psychological Services**
  [https://student.unsw.edu.au/wellbeing](https://student.unsw.edu.au/wellbeing) Provides support and services if you need help with your personal life, getting your academic life back on track or just want to know how to stay safe, including free, confidential counselling. Office: Level 2, East Wing, Quadrangle Building; Phone: 9385 5418; Email: counselling@unsw.edu.au

- **Student Equity & Disabilities Unit**
  [http://www.studentequity.unsw.edu.au](http://www.studentequity.unsw.edu.au)
  Provides advice regarding equity and diversity issues, and support for students who have a disability or disadvantage that interferes with their learning. Office: Ground Floor, John Goodsell Building; Phone: 9385 4734; Email: seadu@unsw.edu.au