

BUSM 1028 PROFESSIONAL COMMUNICATION SKILLS FOR BUSINESS

Credit Points 20

Legacy Code 200878

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Description This online unit is for Bachelor of Business Administration students to develop specialised reading and writing skills for business study purposes. Students will study a range of business related material that have been especially designed to develop knowledge and reading and writing skills. Topics include areas of human resource management; finance and accounting; marketing and a number of business analysis methods. Some of the study materials are authentic texts from the business world, others have been adapted or designed for the unit. Different styles of writing from business studies and business are introduced. Through examining successful examples of student writing and work-related documents, and reflecting on what makes these texts successful, students will learn to analyse case studies and produce effective academic business documents.

School Business

Discipline Personal Management Training

Student Contribution Band HECS Band 4 20cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 1 subject

Incompatible Subjects BUSM 1001 Business Academic Skills

Restrictions Students must be enrolled in 2773 Bachelor of Business Administration or any Undergraduate program where permission has been granted by that program's DAP or Academic program Advisor.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Analyse business case studies and other material about contemporary business practice;
2. Apply knowledge in the analysis of practical business problems and issues;
3. Respond to the needs of academic and workplace audiences;
4. Read and summarise written text materials for key points;
5. Communicate effectively in writing in a range of academic and workplace genres, showing recognition of audience and purpose;
6. Select data, information and ideas from different sources and present them in an appropriate fashion to support an argument;
7. Critically evaluate and improve communication skills;
8. Apply a critical perspective to your own and others' language use;
9. Analyse business cases and situ

Subject Content

- processes for Analysing business cases
- methods for academic and business writing

- techniques for producing influential documents
- approaches to language for different situations
- The processes of reflection and how it contributes to learning
- methodology solving business problems for producing business reports
- communication skills developed by studying language and The organisation of texts

Teaching Periods