BUSM 7007 BUSINESS COMMUNICATION SKILLS

Credit Points 10

Legacy Code 200817

Coordinator Wade Azmy (https://directory.westernsydney.edu.au/search/name/Wade Azmy/)

Description This subject is designed to assist students to enhance their ability to make written and oral reports suitable for presentation to employers and stakeholders in a modern business environment. More specifically, this foundation subject assists students to evaluate academic literature in various business contexts, to communicate effectively as an individual or within groups and to apply ethical practices in different business contexts. These traits can be applied in the workplace and any contemporary business environment.

School Business

Discipline Business And Management

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 7 subject

Restrictions

Students must be enrolled in a postgraduate Business program or 3693 Master of Engineering. The online offerings for this subject are only available to students enrolled in program 2770 Master of Commerce (Financial Planning), 2793 Master of Financial Planning and 2795 Graduate Certificate in Financial Planning.

Learning Outcomes

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

1. Select appropriate sources from the library database;
2. Demonstrate the various types of written communication used in business and the different styles of communication required;
3. Demonstrate critical use of academic literature in business and economics having regard to both explicit and implicit assumptions, the logic of the arguments, and the appropriateness of the conclusions;
4. Effectively work individually or within groups to prepare business communications and essays;
5. Demonstrate knowledge of the pitfalls which can arise in business operations that span different cultures and different countries;
6. Identify cultural issues in academic and business contexts and make recommendations for improving practice.

Subject Content

1. Introduction to Business Communication
2. Business Writing: process, thinking, and techniques
3. Business messages, reports and proposals
4. Personality in communication: enablers and barriers
5. Group communication, teamwork, and leadership
6. Developing business presentations
7. Professionalism and speaking skills
8. Business communication ethics & culture
9. Employment communication & Interviewing skills
10. Group Presentations: Applications in Business

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/Group Task
Summary	500 words	20	N	Individual
Critical Review	1,500 words	40	N	Individual
Report	Report: 2,000 words / Presentation: 15 minutes / Reflection: 500 words	40	N	Both (Individual & Group)

Prescribed Texts

- Dwyer, J 2012, Communication for business and the professions: strategies and skills, custom version of 5th edn, Pearson Education Australia.
- Guffey, M.E. and Loewy, D 2023. Essentials of business communication 12th ed. Cengage Learning
- Minnesota University 2015. Business Communication for Success https://open.lib.umn.edu/businesscommunication/

Teaching Periods

Quarter 1 (2022)
Parramatta City - Macquarie St
Evening
Subject Contact Gillian Hewitson (https://directory.westernsydney.edu.au/search/name/Gillian Hewitson/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM7007_22-Q1_PC_E#subjects)

Sydney City Campus Quarter 1 (2022)
Sydney City
Day
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM7007_22-SQ1_SC_D#subjects)

Quarter 2 (2022)
Parramatta City - Macquarie St
Evening
Subject Contact Wade Azmy (https://directory.westernsydney.edu.au/search/name/Wade Azmy/)

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Sydney City Campus Quarter 2 (2022)
Sydney City
Day
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

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Quarter 3 (2022)
Parramatta City - Macquarie St
Evening
Subject Contact Gillian Hewitson (https://directory.westernsydney.edu.au/search/name/Gillian Hewitson/)

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Sydney City Campus Quarter 3 (2022)
Sydney City
Day
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Quarter 4 (2022)
Online
Online
Subject Contact Gillian Hewitson (https://directory.westernsydney.edu.au/search/name/Gillian Hewitson/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM7007_22-Q4_ON_O#subjects)

Parramatta City - Macquarie St
Evening
Subject Contact Gillian Hewitson (https://directory.westernsydney.edu.au/search/name/Gillian Hewitson/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM7007_22-Q4_PC_E#subjects)

Sydney City Campus Quarter 4 (2022)
Sydney City
Day
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

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Quarter 1 (2023)
Parramatta City - Macquarie St
On-site
Subject Contact Gillian Hewitson (https://directory.westernsydney.edu.au/search/name/Gillian Hewitson/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM7007_23-Q1_PC_1#subjects)

Sydney City Campus Quarter 1 (2023)
Sydney City
On-site
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM7007_23-SQ1_SC_1#subjects)

Quarter 2 (2023)
Parramatta City - Macquarie St
On-site
Subject Contact Wade Azmy (https://directory.westernsydney.edu.au/search/name/Wade Azmy/)

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