

BUSM 0028 COMMUNICATIONS FOR BUSINESS

Credit Points 10

Legacy Code 201033

Coordinator Noor Lazar ([https://directory.westernsydney.edu.au/search/name/Noor Lazar/](https://directory.westernsydney.edu.au/search/name/Noor%20Lazar/))

Description This subject develops verbal and written communication skills within a business context. It enables students to hone their language skills in academic writing, reading, listening and speaking to a high level. Students who successfully pass this subject, will have achieved some of the required assessments needed to satisfy English entry requirements (IELTS 6.5) to postgraduate Business study at Western Sydney University. Students will undertake tests in reading, writing and listening as well as assessment tasks which include writing research reports and essays. Students will learn the underlying principles of academic research and writing in preparation for postgraduate study.

School Business

Student Contribution Band HECS Band 4 10cp

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

Level Undergraduate Level 0 Preparatory subject

Restrictions

Students must be enrolled in 2845 Masters Qualifying Program with Business English.

Learning Outcomes

1. Identify the importance of communication in professional business contexts.
2. Apply academic research and writing skills in a scholarly context.
3. Communicate effectively using written skills that are suited to audience and context.
4. Communicate effectively using verbal skills that are suited to audience and context.
5. Demonstrate English language skills in the key IELTS test areas: writing, speaking, listening and reading
6. Demonstrate general English ability in grammar, vocabulary and functional language

Subject Content

1. Introduction to effective business communication
2. Written communication in a professional context
3. Verbal communication in a professional context
4. Academic writing and research skills
5. Non-verbal and intercultural communication
6. Ethics in business communication

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.

Item	Length	Percent	Threshold	Individual/ Group Task
Portfolio	1,000 words	35	N	Individual
Report	1,000 words	30	N	Individual
Presentation	10 minutes	20	N	Individual
Final Exam	30 minutes	15	Y	Individual

Teaching Periods

2022 Quarter 1

Parramatta City - Macquarie St

Day

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM0028_22-Q1_PC_D#subjects)

Sydney City

Day

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2022 Quarter 3

Parramatta City - Macquarie St

Day

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Sydney City

Day

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