

Unit of Study: BUS1001 Professional Development and Business Communication

Overview

This unit introduces students to the fundamentals of effective communication as it is used in the contemporary business environment. It describes some of the key theories of communication and explores the elements of correct grammar, punctuation, and business spelling and language. Students will learn how to write, edit, and present reports and research findings. They will develop proficiency in referencing and learn the basics of effective research, how to analyse information, and how to develop effective arguments. By linking theories of communication with practical skills and relevant examples, this unit provides complete coverage of communication strategies and skills that students can apply in their professional interactions.

The unit will identify some of the barriers to effective communication and discuss ways to overcome them. It also offers students advice and instruction regarding ways to promote and develop their own career. It will explore how students can develop self-awareness and understanding and what motivates people to achieve. Students will learn about the key practices associated with developing and maintaining a professional network, including membership of professional bodies and how to identify a suitable business mentor. Finally, the unit will teach students how to conduct their own skills audit to identify areas within their own professional practice that may require development.

Course(s)	Diploma of Business (DipBUS) Bachelor of Business (BBUS) Diploma of Business Information Systems (DipBIS) Bachelor of Business Information Systems (BBIS) Bachelor of Information Technology (BIT)
Core or Elective	Core: DipBUS, DipBIS, BBUS, BBIS and BIT Courses
Credit Points	6
Duration	12 weeks (10 teaching weeks; 1 study week; 1 final assessment week)
Level	Undergraduate Introductory
Student Workload	Students should expect to spend approximately 10 hours per week over 12 weeks (totaling approximately 120 hours) on learning activities for this unit.
Essential Requirements	N/A
Mode(s) of Delivery	Face to face (Sydney, Melbourne and Brisbane Campus),
Pre-Requisites	N/A
Unit Coordinator	As per current timetable

Contact Information	Consultation: 1 hour scheduled session
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Unit Learning Outcomes

On successful completion of this units, students will be able to:

- ULO1 Describe the principal theories of communication and how they are applied in a business context.
- ULO2 Demonstrate an understanding of, and proficiency in, communication for academic purposes, including academic referencing, grammar, spelling, and punctuation appropriate to the discipline of business.
- ULO3 Critically analyse and evaluate arguments and information from a variety of different sources.
- ULO4 Explain how individuals gain self-awareness and motivate themselves and others considering cultural and language differences.
- ULO5 Conduct an individual skills audit, identify methods for developing effective professional practice and create a personal professional development program.

Weekly Schedule

Detailed information for each week's activities can be found in the unit's weekly modules in Canvas.

Week	Topic
Week 1	Introduction to communication, ethical communication, and team communication
Week 2	Interpersonal communication and its importance
Week 3	Searching and processing high quality information for effective communication
Week 4	Persuasion and negotiation
Week 5	Effective interpretation and managing conflict
Week 6	Written communication: Informal, formal, and academic writing
Week 7	Managing organisational culture and communication
Week 8	Effective oral communication: Oral presentation, public speaking and interview skills
Week 9	Communication in global and multicultural context
Week 10	Managing professional development
Week 11	STUDY WEEK
Week 12	FINAL ASSESSMENT/EXAMINATION WEEK FOR SPECIFIED UNITS

Assessments

1. All assessments are compulsory.
2. To pass the unit students must:
 - achieve a total of 50% or more of marks offered; and
 - pass all individual invigilated assessments; and
 - have attempted all assessments.

Where one or more of these requirements are not met, the Board of Examiners will consider a student's overall progress towards meeting the unit learning outcomes and any special circumstances before reaching a decision.

3. The Board of Examiners may grant a supplementary assessment where a student:
 - achieves a total of 45% or more; and
 - has passed all individual invigilated assessments in the unit; and
 - has attempted all assessments; and
 - has a recommendation for supplementary assessment by the Unit Coordinator and the Head of Discipline?


Where one or more of these requirements are not met, the Board of Examiners will consider a student's overall progress towards meeting the unit learning outcomes and any special circumstances before reaching a decision. Attendance and engagement in class will be considered.

4. APIC awards common result grades as set out in the [Award of Grade Policy](#).

Detailed information for each assessment can be found on the Unit's Home Page and in the Assessment Brief.

Assessment Overview

Assessment Task	Type	Weight	Length	Due	ULOs Assessed
<p>Assessment 1: Weekly workshop/tutorial activity</p> <p>This assessment has two parts. You will have to successfully complete the first part before you can access the second part of the assessment.</p> <p>Part 1 is the pre-requisite academic integrity module quiz, which assesses your knowledge of academic integrity. To successfully complete this part, you must complete the quiz with 100% score. You can attempt this quiz as many times as needed until you successfully complete it. If you fail to complete the Academic Integrity Module successfully by the end of the term, you will have 10% deducted from the mark awarded for this assessment.</p>	Individual Invigilated	40%	15 minutes (equiv. 350 words with total equiv. 2100 words)	2, 3, 4, 5, & 8	ULO1, ULO2, ULO3, ULO4, ULO5
<p>The second part is weekly workshop/tutorial activity (Discussion Forum Activity). The students will be required to complete weekly invigilated workshop/tutorial activity that assesses students' ability to understand theoretical materials. This may include quiz, oral presentation, or written submissions. You can only attempt this once.</p>					

<p>Assessment 2: Essay</p> <p>The purpose of this assessment is to provide students with the opportunity to consider their course of study in an organised manner, to have a planned approach to their subsequent chosen career. This assessment allows students to identify and critically analyse that they have the right knowledge and skills to meet the requirements of their chosen career.</p>	<p>Individual</p> 	<p>40%</p>	<p>2500 words</p>	<p>Week 8</p>	<p>ULO2, ULO3, ULO4</p>
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<p>Assessment 3: Presentation The purpose of this assessment is to develop oral communication and public speaking skill which is valuable skill for interview and future career. The student will prepare an interview presentation about your overall background for the suitability of the role/position that you are applying for. In particular, the student will provide information about your educational and professional background, training and credentials that distinguish you from other candidates highlighting both your strengths and weaknesses in skills.</p>	<p>Individual Invigilated</p>	<p>20%</p>	<p>10 mins (equiv. 500 words)</p>	<p>Week 11 & 12</p>	<p>ULO2, ULO3, ULO5</p>
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equiv. – equivalent word count based on the Assessment Load Equivalence Guide. It means this assessment is equivalent to the normally expected time requirement for a written submission containing the specified number of words.

Course Reserves

Course Reserve includes all required resources and reading material for the unit of study. You can access Course Reserve via [APIC Library](#) or via the Course Reserve link on the unit's homepage.

Prescribed text(s):

Dwyer, J 2019, *Communications for business and the professions: Strategies and skills*, 7th edn, Pearson, Melbourne, Australia

Recommended Readings:

Bell, RL, & Martin, JS 2019, *Managerial Communication for Professional Development*, Business Expert Press, New York.

Academic Integrity

Ethical conduct and academic integrity and honesty are fundamental to the mission of APIC and academic misconduct will not be tolerated by the College. It is the responsibility of every student to make sure that they understand what constitutes academic misconduct and to refrain from engaging in it. Please refer to APIC's [Academic Integrity Policy](#) for further details.

Other Important Information and Links

<p>Special consideration</p> <p>If your academic work is impacted by significant documented illness, hardship, or other adverse circumstances beyond your control, you may make an application for Special Consideration. Please refer to the Assessment Policy for further details.</p>	<p>Late submission</p> <p>Penalties apply when work is submitted after the due date without approval. Please refer to the Assessment Policy for information about late submission.</p>
<p>Assessment appeals</p> <p>If you are concerned about a mark you have received for an assessment or final grade, you may apply to formally appeal the grade. Please see the Assessment Policy for further details.</p>	<p>Award of grades</p> <p>APIC awards common result grades, set out in the Award of Grade Policy.</p>
<p>Expectations of student conduct</p> <p>Students are expected to conduct themselves in a manner that is consistent with a safe and respectful study environment. More information can be found in the Student Code of Conduct.</p>	<p>Study resources</p> <p>APIC Library and Student Learning Support resources and services can be accessed via the Student Lounge or your Dashboard on the OLS (Canvas).</p>

Student Services The Student Services team provides administrative support for students and handles enquiries about enrolment, timetables, important dates and submitting forms. More information can be found on the Student Services page on the OLS (Canvas) .	Key dates Key dates through the academic year, including teaching periods, census, payment deadlines and exams can be found on the Academic Calendar section of the APIC website.
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Changes and Updates to the Unit of Study Guide

This Unit of Study Guide may be updated and amended from time to time. Students will be notified of any changes to the unit via the Online Learning System (Canvas) space for the unit.

This Unit of Study Guide was last modified on 19/01/2023.