

Unit Code and Title	BUS1001 Professional Development and Business Communication
Course(s)	Diploma of Business (DipBUS) Bachelor of Business (BBUS) Diploma of Business Information Systems (DipBIS) Bachelor of Business Information Systems (BBIS)
Core or Elective	Core: Diploma of Business (DipBUS) Bachelor of Business (BBUS) Diploma of Business Information Systems (DipBIS) Bachelor of Business Information Systems (BBIS) Elective: N/A
Credit Points	6 credit points
Duration	1 standard study period
AQF Level	5
Student Workload	Students should expect to spend approximately 120 hours on learning activities across the study period. This includes time spent attending scheduled classes, undertaking private study, preparing assessments, and completing examinations.
Essential Requirements	N/A
Mode(s) of Delivery	On campus/Online
Pre-Requisites	N/A

Unit Description

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.

Unit Learning Outcomes (ULOs)

On successful completion of this unit, 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.

Sydney Campus

Level 6, 1-3 Fitzwilliam St,
Parramatta, NSW 2150
Ph: +61 (2) 8319 2100

Melbourne Campus

Level 7, 399 Lonsdale St
Melbourne, VIC 3000
Ph: +61 (3) 7035 5300

- [ULO3] Critically analyse and evaluate arguments and information from a variety of different sources.
- [ULO4] Explain how individuals gain self-awareness and how they can motivate and encourage themselves and others.
- [ULO5] Conduct an individual skills audit, identify methods for developing effective professional practice and create a personal professional development program.

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