

SBM3101 Professional Development and Business Communication

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.

Learning outcomes

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, the application of correct academic referencing.

[ULO3] Demonstrate appropriate use of language, correct grammar, spelling and punctuation.

[ULO4] Demonstrate effective research skills.

[ULO5] Critically analyse and evaluate arguments and information from a variety of different sources.

[ULO6] Demonstrate an understanding of how individuals gain self-awareness and how they can motivate and encourage themselves and others.

[ULO7] Describe the principles and practices of building and maintaining effective professional networks and the role of mentors in networks.

[ULO8] Identify and critique methods for developing effective professional practice, conducting an individual skills audit, and creating a personal professional development program.

Sydney Campus

55 Regent St,
Sydney, NSW 2008
Ph: +61 2 9318 8111

Melbourne Campus

Level 6, 399 Lonsdale St
Melbourne, VIC 3000
Ph: +61 3 9603 5333

www.apicollege.edu.au

CRICOS Provider n°: 03048D

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Summary

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| Credit Points | 6 |
| Courses | DipBUS, DipBIS, BBUS, BBIS |
| Total Credit Points | DipBUS: 48 credit points, DipBIS: 48 credit points, BBUS: 144 credit points, BBIS: 144 credit points |
| Pre-Requisites | N/A |
| Co-Requisites | N/A |
| Other Requirements | N/A |
| Unit Level | Core |
| Duration | 13 weeks (12 teaching weeks; 1 final assessment week) |
| Mode of Delivery | On-campus / Online |
| Assessment | Quiz: 10%; Essay: 50%; Reflection: 40% |
| Prescribed Textbook | Dwyer, J. (2015) Communications for Business and professions: Strategies and Skills, 6th Edition, Pearson Publishers |
| Expected student workload | Students should expect to spend approximately 8.5 hours per week over 14 weeks on learning activities for this unit. This includes time spent attending scheduled classes, undertaking private study, preparing assessments, and completing examinations. |