BUSM 0028 COMMUNICATIONS FOR BUSINESS

Credit Points 10

Legacy Code 201033

Coordinator Amanda Smith (https://directory.westernsydney.edu.au/search/name/Amanda Smith/)

Description This subject develops both verbal and written communication skills within a business context. Students will learn the underlying principles of academic research and writing in preparation for postgraduate study. These principles will be applied for the purpose of communicating effectively in both academic and professional environments. A consideration of non-verbal, intercultural and ethical issues will inform development of these verbal and written communication skills.

School Business

Discipline Business And Management

Student Contribution Band HECS Band 4 10cp

Check your fees 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.

Type	Length	Percent	Threshold	Individual/ Group Task
Portfolio	1000 words	35	N	Individual
Report	1000 words	30	N	Individual
Presentation	10 minutes	20	N	Individual
Final Exam	30 minutes	15	Y	Individual

Teaching Periods

Quarter 1 (2024)
Parramatta City - Macquarie St
On-site
Subject Contact Mark Thomas (https://directory.westernsydney.edu.au/search/name/Mark Thomas/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM0028_24-Q1_PC_1#subjects)

Sydney City Campus Quarter 1 (2024)
Sydney City
On-site
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM0028_24-SQ1_SC_1#subjects)

Quarter 2 (2024)
Parramatta City - Macquarie St
On-site
Subject Contact Amanda Smith (https://directory.westernsydney.edu.au/search/name/Amanda Smith/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM0028_24-Q2_PC_1#subjects)

Quarter 3 (2024)
Parramatta City - Macquarie St
On-site
Subject Contact Amanda Smith (https://directory.westernsydney.edu.au/search/name/Amanda Smith/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM0028_24-Q3_PC_1#subjects)

Sydney City Campus Quarter 3 (2024)
Sydney City
On-site
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM0028_24-SQ3_SC_1#subjects)

Quarter 4 (2024)
Parramatta City - Macquarie St
On-site
Subject Contact Amanda Smith (https://directory.westernsydney.edu.au/search/name/Amanda Smith/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM0028_24-Q4_PC_1#subjects)