

## 106-475 Business and Professional Communications

<b>Credit Points:</b>	12.500
<b>Level:</b>	Graduate/Postgraduate
<b>Dates &amp; Locations:</b>	2008, This subject commences in the following study period/s: Semester 1, - Taught on campus.
<b>Time Commitment:</b>	Contact Hours: A 1-hour lecture and a 1-hour seminar per week Total Time Commitment: Not available
<b>Prerequisites:</b>	None
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	<p>&lt;p&gt;For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.&lt;/p&gt; <p>&lt;p&gt;It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: &lt;a href="http://services.unimelb.edu.au/disability"&gt;http://services.unimelb.edu.au/disability&lt;/a&gt;&lt;/p&gt;</p> </p>
<b>Coordinator:</b>	To be advised
<b>Subject Overview:</b>	This subject is concerned with the elements of successful communication in business and professional contexts. It introduces students to key business communications skills, focusing on both written and oral communications. The subject explores pertinent organisational and communication theories, which provide the context for a practical introduction to effective oral and written communication in a range of forms, including presentations, letters, advertising and promotional copy, electronic documents, project reports, media releases and marketing and public relations documents. The subject provides students with a critical understanding of the role of communications within the organisation and with the practical tools of effective communication and negotiation. Guest lecturers will provide insight into current business and professional communications practice.
<b>Assessment:</b>	A 10-minute oral presentation 10% (due at workshops throughout the semester); a written proposal of 1500 words 25% (due after workshops throughout the semester); a communication strategy outline and folio of 3000 words 55% (due at the end of semester). Tutorial participation 10%. Assessment submitted late without an approved formal extension will be penalised at 2% per day. Students who fail to submit up to 2-weeks after the final due date without a formal extension and/or special consideration will receive a fail grade for the piece of assessment.
<b>Prescribed Texts:</b>	Prescribed Texts:A subject reader will be available from the University Bookshop.Communication in Business (Judith Dwyer), (2nd ed) Prentice Hall 2002
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>
<b>Generic Skills:</b>	# have acquired research skills and be competent in the use of library resources, online information and other sources, and the ability to define areas of inquiry and the research methods appropriate to them;

	<p># have communication skills and an understanding of a wide range of forms of both oral and written communication, their generic requirements and their appropriate deployment in professional and business environments;</p> <p># have acquired time management and planning skills and have the ability to organise workloads, meet deadlines and engage in self-directed learning.</p>
<b>Notes:</b>	<p>This subject is only available to students enrolled in the publishing and communications program, the Bachelor of Arts (Media and Communications Honours) or the Master of Arts (Science, Communication and Society).</p>
<b>Related Course(s):</b>	<p>Bachelor of Arts (Honours)(Media and Communications)  Master of Arts (Global Journalism)  Master of Arts (Global Media Communication)  Master of Arts (Science, Communication and Society)  Master of Global Media Communication  Master of Publishing and Communications  Postgraduate Certificate in Arts (Editing and Communications)  Postgraduate Diploma in Arts (Editing and Communications)  Postgraduate Diploma in Arts (Media and Communication)</p>