

MGMT30018 Business Communication

Credit Points:	12.5
Level:	3 (Undergraduate)
Dates & Locations:	2016, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.
Time Commitment:	Contact Hours: One 2-hour lecture and one 1-hour tutorial workshop weekly Total Time Commitment: 3 hours per week plus a minimum of 6 hours per week in self-directed study
Prerequisites:	MGMT20001 Organisational Behaviour (../CSCView?csclid=84638&view=editor) (may be taken concurrently)
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	Students are not able to gain credit for this (new) subject and MGMT30016 Business Communication (last offered in 2010) or MGMT20010 Business Communication (../CSCView?csclid=84647&view=editor) (last offered in 2012)
Core Participation Requirements:	<p><p>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.</p> <p><p>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: http://services.unimelb.edu.au/disability</p></p> </p>
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Subject Overview:	The ability to communicate effectively in the workplace is crucial to graduates and managers alike. This subject covers the fundamentals of good business communication and uses management theories to explore the latest trends in workplace communication. Some of the topics covered may include corporate communication with stakeholders, social media and employee communication, impact of new information and communication technologies, and informal communication systems in organizations. It will involve the critical analysis and contemporary trends in business communication and will focus on integrating knowledge to help students make the transition to employment.
Learning Outcomes:	On successful completion of this subject, students should be able to: <ul style="list-style-type: none"> # Identify the communication theories that have influenced workplace behaviour; # Explain the significance of communication theories for management practice; # Apply relevant theories to real problems in an organisation; # Analyse and critique contemporary business communication practices.
Assessment:	A 2-hour end of semester examination (50%) One individual assignment not exceeding 1000 words due in week 4 (10%) Reflective group assessment not exceeding 1000 words due in week 10 (10%) A second individual assignment not exceeding 3000 words due in week 8 (30%)
Prescribed Texts:	You will be advised of prescribed texts by your lecturer

Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<ul style="list-style-type: none"># Problem solving skills and critical thinking skills will be fostered in the workshops and more directly with the assessment where students have to apply theoretical material to case studies and practical situations.# Collaborative learning and reflective skills will be developed by working individually and in groups throughout the semester.# Collaborative skills will also be fostered through exercises, role plays and simulations that are incorporated into the seminars.# Reflective skills will also be developed through the assessment.# Verbal and written communication skills will be developed via the assessment and through the experience of working in groups throughout the semester.# The interactive nature of the workshops will also, indirectly, help to improve communication skills.# Computer skills will be strengthened through the use of the web site.