



**Nelson Marlborough Institute of Technology**  
Te Whare Wānanga o Te Tau Ihu o Te Waka a Maui

## **NEW ZEALAND DIPLOMA IN BUSINESS**

### **560 BUSINESS COMMUNICATIONS**

**SEMESTER 2, 2013**

## **COURSE OUTLINE**

<b>Lecturer/Facilitator</b>	<b>Office</b>	<b>Telephone</b>	<b>e-mail</b>
Ellie Fijn	K207	5469175 ext 653	Ellie.fijn@nmit.ac.nz

**Applied Business**

**K-Block, Alton Street, Nelson**

# **NZDB560 Business Communications**

## **Table of Contents**

	<b>PAGE</b>
Welcome	1
Course purpose	1
Timetable of classes	2
Pre-requisites	2
Programme Regulations	2
Withdrawals/Refunds	2
Late Assignment policy	3
Plagiarism	3
Complaints Procedure	3
Special Assessment Circumstances	4
Use of Dictionaries	4
Course Requirements	4
Student Resources	5
Assessment details	6
Course Time Budget	6
Learning outcomes	7
Course timetable	8

## Welcome

### Welcome to 560 Business Communication.

This course of Business Communications 560 will be delivered by Ellie Fijn.

Level:	5
Number of Credits:	20
Prerequisites:	Nil

Effective communication is integral to successful business. People who communicate effectively are able to form good relationships with others, both at work and in their personal life. Competent communicators are vital to better performing organisations.

I hope you find this course enjoyable, and gain insight into your own communication practices. If you are ever uncertain about what is expected of you, please just ask.

## Course Purpose

**'To enable students to communicate knowledge and skills in the evolving context of New Zealand and global business, and to demonstrate oral presentation and writing skills that are clear, concise, courteous and correct using currently recognised business formats.'**

The ability to communicate effectively in the business environment is a crucial skill, according to employers. Continued research clearly shows that once a potential employer has ascertained that you can actually carry out the technical requirements of the job, your ability to communicate well and your ability to project the "real" you will either make or break your application. For the employer, your ability to get on with your peers in the workplace, to be able to pleasantly and effectively relate to clients and management, and your day to day interpersonal and written skills are crucial. Therefore, the purpose of Business Communications 560 is to give you a sound base in communication from which you can develop your skills and expertise.

Most argue that they can communicate, simply because they can make themselves understood by others. However, the crucial factor is **how well you communicate**, not whether you can communicate.

## Timetable of classes

Monday	3-5pm tutorial option A	K104
Wednesday	3-5pm <b>lecture</b>	T309
Thursday	1-3pm tutorial option B	T308
Friday	10-12 Dip Bus only	A307

**You must attend the lecture each week and *one tutorial* as well as the extra hour on Thursdays**

## Pre-requisites

While there are no official prerequisites for New Zealand students enrolled on this course, it is expected that you will be able to read and write formal written English. International students must have an IELTS score of at least 6 and preferably at least 6 in all fields.

## Programme Regulations

Your attention is drawn to the current Programme Regulations, particularly those relating to assignments, exams and special assessment. The Regulations can be found on the School of Business and Computer Technology Homepage accessed through the NMIT Online on the NMIT website or from K Block reception. By enrolling in this course, you are deemed to have read, understood, and accepted all the provisions and regulations relating to this programme/course.

Information in this course outline attempts to explain the application of some of the programme regulations in plain English. Where there is any inconsistency between the two documents, the Programme Regulations apply.

## Withdrawals / Refunds

The current withdrawal/refund policy is contained in the NMIT booklet "Guide to Applications & Enrolments," latest version. This is available either from K Block reception, or from Customer Relations (enrolments area) in A Block or on the NMIT website.

Students, who wish to obtain a **refund**, must submit a withdrawal form **within 3 weeks of the start date of the course**. Administration costs maybe deducted from the refund. No refunds are available after 3 weeks from the start of the course.

You may withdraw from a course at any time prior to completion of 60% of the duration of the course. After this time non-completion of a course is recorded on your academic record.

The current NMIT Schedule of Charges is posted on the K Block notice boards and also available from Customer Relations in A Block.

## Late Assignment Policy

- A) All assignments must be handed in by the due date. An assignment handed in after the due date will incur a penalty unless:
- (i) Your performance has been affected by factors beyond your control, such as illness, injury, childbirth or bereavement; and
  - (ii) The tutor has agreed in writing to extend the time for completion of the assignment.
- B) An assignment handed in after the due date, where an extension of time has not been granted by the tutor, will incur a penalty of 20% of your total marks for that assignment for the first day and 10% for each subsequent working day after the due date.

## Plagiarism

### *Students should take care to avoid plagiarism*

#### **What is plagiarism?**

Plagiarism is the inclusion in your assignment of material copied or closely paraphrased from someone else's writings (including textbooks and assignments by other students) without an explicit indication of the source of the material. It is considered to be cheating. Although the School encourages discussion amongst students, students who collaborate should be careful not to plagiarise.

#### **Penalties for plagiarism**

NMIT takes a serious view of plagiarism. Even when you are not intending to cheat, it is clear that submitting someone else's work or ideas is not evidence of your own understanding of the material and cannot earn you marks. Penalties for plagiarism can extend from a zero grade for the assignment plagiarised to imposing an overall coursework grade of zero in the course concerned.

#### **How to avoid plagiarism**

The work and ideas of other people must be acknowledged in your Bibliography in APA style. Information on this can be found in Emerson, L. (Ed.). (2009). Writing guidelines for business students (4<sup>th</sup> ed.). Cengage Learning Australia Pty Limited. Refer to guidelines on NMIT website.

#### **Turnitin**

This service is designed to identify unreferenced work copied directly from another source. You may be required to submit assignments or other summative assessments electronically to facilitate this service.

## Complaints Procedure

Direct communication is the best way to resolve a problem with a course or between a student and a tutor. In the first instance you should approach your tutor. If you are

unable to resolve the problem you should discuss the matter with the Programme Leader.

If the issue cannot be resolved by direct communication, a formal complaints procedure is available.

Complaint Forms are located at: Area offices, Customer Relations, the Student Centre, at SANITI and on the NMIT website.

 Please refer to NMIT Policy Problem Resolution: Complaint Procedure

## Special Assessment Circumstances

If a student's performance in a summative assessment is affected by factors beyond the control of the student, the student may apply to the Programme Leader for consideration for special assessment. Examples include sickness, injury or bereavement. You are required to complete the application form available from K Block reception and provide supporting evidence of the reason for your application within 7 days of the assessment.

You may apply for "aegrotat" assessment if you are unable to complete a summative assessment or for "impaired performance" if you are able to complete the assessment but believe your performance has been adversely affected by factors beyond your control.

Special assessment is available for up to 60% of the course or for the final examination. The Academic Committee reserves the right to accept or decline any application for assessment in special circumstances.

Students are advised to refer to the NMIT Academic Statute for further details, available in the School office and from the NMIT web-site.

## Use of dictionaries

In this course the use of dictionaries and translators in the examination is prohibited.

## Course Requirements

In order to achieve a passing grade in this course, you must:

- complete all assessments in this course.
- deliver an oral presentation
- achieve a mark of 40% or more in the final exam, **IRRESPECTIVE** of the cumulative mark you may have.
- achieve an aggregate mark of 50% or more overall.

The textbook is an integral part of the course so you need to acquire this as soon as possible.

## Student Resources

### Prescribed Text:

**Barnett, S., & O'Rourke, S. (2011). *Communication: Organisation and Innovation*. Auckland: Pearson Education.** Earlier editions cover some of the topics; however, you will need access to the new edition for some parts of the course.

There are several other texts that are suitable and it is strongly recommended that you consult them throughout the course, as required. These include:

Chase, P; O'Rourke, S; Smith, L; Sutton, C; Timperley, T; and Wallace, C (2003) **Effective Business Communication in New Zealand**, 3<sup>rd</sup> edition, Pearson Education, New Zealand. (*Getting old now, but still much of relevance*)

Dwyer, J. (2011) **The Business Communication Handbook** 9<sup>th</sup> edition, Prentice Hall, Australia. (*Earlier editions also have some relevant chapters*)

Dwyer, J. (2008) **Communication in Business, Strategies and Skills** 4<sup>th</sup> edition, Prentice Hall/Pearson Education, Australia

Manalo, E, Wong-Toi, G and Trafford, J (2008) **The Business of Writing: written communication skills for business students** 3<sup>rd</sup> edition, Longman/Pearson Education, New Zealand.

For a more in depth look at interpersonal communication, look at De Vito, J; O'Rourke and O'Neill, L. (2000) **Human Communication: New Zealand Perspectives**, Longman, New Zealand.

There are many other books on communication in the Library Learning Centre (LLC). Some are more general, as in textbooks, and others concentrate on a particular topic, such as body language or presentations. I strongly recommend that you refer to them when you need to. Source titles via the library catalogue system, which is available on line and in the LLC itself.

In addition, there are numerous websites that offer guidance on communication topics. Please remember that anyone can put up a webpage or site, where as a published book has been through a process to ascertain its originality and merit in order to meet editorial standards.

### NMIT Online:

Lecture notes, weekly announcements, articles, websites links, previous test/exams, and other information will be available for students using the **NMIT Online** facility on NMIT's website at <http://www.nmit.ac.nz/llc>. **NMIT Online** can be accessed from the campus computer network, or from work/home (using the Internet).

## Assessment Details

All individual assessments and courses are graded. Grades awarded for the courses on the BCom programmes are:

% MARK	GRADE	
85-100	A+	PASS WITH DISTINCTION
80-84	A	
75-79	A-	
70-74	B+	PASS WITH MERIT
65-69	B	
60-64	B-	
55-59	C+	PASS
50-54	C	
40-49	D	FAIL
0-39	E	

W	Withdrawn from course
CC	Cross Credit from another qualification
Grade (Aeg)	Aegrotat pass
P (RPL)	Pass with recognition of prior learning

### Assessment Requirements:

To pass this course you must:

1. Achieve a cumulative mark of 50 percent or more, and
2. Achieve a mark of 40 percent or more in the FINAL EXAM, **IRRESPECTIVE** of the cumulative mark you may have.

Assignments will only be accepted if handed in on or before the due date unless there are **special** circumstances that are discussed with the course co-ordinator **prior** to the due date.

## Course Time Budget

	WEEKS	HOURS	TOTAL
<i>Timetabled Tutor Contact (including tutorials)</i>	15	5	75
<i>Self-managed Learning</i>	15	5	75
<i>Assignment work</i>		30	30
<i>Exam Preparation</i>		20	20
	TOTAL HOURS		200



## Learning Outcomes

1. Students will apply current communication theories to business situations.  
Key elements:
  - a) Three or more communication theories, at least one being current.
  
2. Students will identify and explain how personal factors and behaviours can influence the communication process in business situations.  
Key elements:
  - a) Self-concept – including self-esteem, self awareness
  - b) Perceptions
  - c) Culture
  - d) Non-verbal communication: at least three of:
    - a. Paralanguage
    - b. Body language
    - c. Distance
    - d. Time
    - e. Touch
    - f. Eye contact
    - g. Environment
  
3. Students will apply effective interpersonal communication skills in business situations.  
Key elements:
  - a) Active listening:
    - a. attending
    - b. encouraging
    - c. reflecting
    - d. interpreting
    - e. questioning
  - b) Managing differences:
    - assertiveness
    - negotiation
    - giving and receiving constructive feedback

- c) Interviewing
- d) Teamwork
- e) Meetings:
  - a. participating
  - b. chairing
  - c. recording

4. Students will demonstrate formal written and oral presentation skills that are clear, concise, courteous and correct, using currently recognised business formats.

Key elements:

- a) Oral presentation to a group:
  - a. content
  - b. structure
  - c. delivery
  - d. visual support
- b) Business correspondence:
  - Email and letter, each with a different purpose including one that resolves an issue
- c) Formal report, including:
  - executive summary
  - findings
  - conclusions
  - recommendations
  - referencing

5. Students will analyse the interactions between communication practice and organisational performance.

Key elements:

- a) organisational goals, policies, culture and ethics
- b) communication structures and information flow
- c) current and emerging technologies

## Course Timetable

WEEK	TOPIC	REFERENCES
<b>Week 1</b> beginning 22 July	Introduction to Communications: Importance of communication in the workplace, models and theory	<b>Text book</b> <b>(O'Rourke and</b> <b>Barnett)</b> Chapters 1, 2
<b>Week 2</b> beginning 29 July	The Way We Communicate	Chapter 3,4,5
<b>Week 3</b> Beginning 5 August	Non Verbal Communication	Chapter 7,8
<b>Week 4</b> beginning 12 August	Cross Cultural Communication	Chapter 6
<b>Week 5</b> beginning 19 August	Listening and Questioning Skills and interviewing	Chapters 9,10
<b>Week 6</b> Beginning 26 August	Organisational Communication <b>Self – Evaluation due 30 August by 5pm</b>	Chapters 18,21,22,23
<b>Week 7</b> Beginning 2 September	Working and Communicating in Teams	Chapter 19
<b>Week 8</b> beginning 9 September	Effective presentations	Chapter 13
<b>Week 9</b> beginning 16 September	Relating Theory to Written Communication	Chapter 14
<b>Week 10</b> beginning 23 September	<b>Team Presentations in class</b> <b>Due Wed 25 September (possibly Fri</b> <b>also)</b>	Chapter 22
	<b>TERM BREAK</b> <b>Mon 30 September to 11 October</b>	
<b>Week 11</b> beginning 14 October	Writing for the web	
<b>Week 12</b> Beginning 21 October	Written Communication: letters, emails and reports	Chapters 15,16,17
<b>Week 13</b> beginning 28 October	Assertiveness, managing differences and meetings	Chapter 11,12,20
<b>Week 14</b> beginning 4 November	Te Tiriti O Waitangi <b>Report due Fri 8 November by 5pm</b>	Chapter 6
<b>Week 15</b> Beginning 11 November	Non-contact week	Revise for exam. Case study on line.
<b>Week 16</b> Beginning 18 November	Exam Week: <b>COM 540 Exam: 3 hours</b> <b>Date tbc</b>	
<b>Week 17</b> Beginning 25 November	Exam week cont.	

## How Your Outcomes Will Be Assessed

Course Learning Outcomes (LOs) and weightings from prescription	LO weightings	Assessment # 1 Personal Factors & Behaviours in Business Communication	Assessment #2 Group Research & Presentation	Assessment # 3 Report	Assessment #4 Exam
LO # 1	10%				10% Applying theories to case study
LO # 2	15%	10% a, b, d: Self as communicator and applied to business situations			5%  c & d
LO # 3	25%		10%  a, c, d, e		15%  a, b, d, e
LO # 4	40%		20%  Individual presentation: 18%  Email 2%	15%  Individual report	5%  Letter
LO# 5	10%		10%		
	<b>100%</b>	<b>10%</b>	<b>40%</b>	<b>15%</b>	<b>35%</b>

<b>Assessment</b>	<b>Hand-in Date</b>	<b>Weighting</b>
1. self – evaluation	<b>Part 1 and 2:</b> Friday 30 August by 5pm	10%
2. research: organisational communication, teams and presentations	Wednesday 26 September (Friday possibly) Hand in research and make presentation	40%
3. report	Friday 8 November by 5pm	15%
4. examination	Date tbc	35%