



BUSN20017 Effective Business Communications

Term 2 - 2024

Profile information current as at 13/07/2025 05:38 pm

All details in this unit profile for BUSN20017 have been officially approved by CQU University and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

The unit aims to develop your skills and abilities to communicate effectively in business environments. The unit recognises employer and graduate needs to improve communication in different contexts. You will be introduced to different communication concepts including, but not limited to, models, competence, culture, media choice, channels and climate. You will also be introduced to the elements of effective communication for participation in business meetings, presentations, interpersonal and group interaction.

Details

Career Level: *Postgraduate*

Unit Level: *Level 8*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

There are no requisites for this unit.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

Offerings For Term 2 - 2024

- Brisbane
- Melbourne
- Online
- Sydney

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Postgraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

[Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

[Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Annotated bibliography**

Weighting: 23%

2. **Presentation**

Weighting: 32%

3. **On-campus Activity**

Weighting: 45%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Evaluation feedback

Feedback

The inclusion of indigenous and Torres Strait Islander content into the curriculum.

Recommendation

The Unit Coordinator will include a Welcome to Country as a part of the week one orientation content. Further, indigenous and Torres Strait Islander content can be included in the module on Intercultural Communication within the Business Context.

Feedback from The data from CQU Success indicates that the students are not engaging in the week one activities prior to the beginning of the term. Also, emails sent to the Unit Coordinator indicates that the students are no using Moodle early in the term.

Feedback

Remove the module on Written Business Communication and change the first week's content to focus on orienting the students more broadly to post-graduate study and the use of Moodle. The current content from Week One will be moved to Week Two.

Recommendation

It is recommended that the Unit Coordinator undertakes, but is not limited to the following new activities in Week One.

1. Include a Welcome to Country message 2. Include a Moodle Treasure Hunt Activity (H5P) to be undertaken during the Week One Workshop. 3. Include an AI Activity in the Workshop-Comparing Definitions of Communication (the students will be asked compare and contrast an AI sourced definition, a personal definition, and the definition used is the unit (this latter definition will be a part of the Treasure Hunt Activity). This activity will lead into the unit and university guidelines around AI. These activities will be integrating into the existing workshop leader led activity that provides an overview of the unit topics and assessments.

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Recognize advanced knowledge and skills required in written, oral, and interpersonal communication to address complex business problems
2. Apply professional business writing and oral communication skills to effectively inform or persuade a target audience
3. Deliver effective presentations to transmit knowledge, skills and ideas to both specialist and non-specialist audiences and achieve business objectives
4. Critically analyse communication challenges faced by organisations by applying established theories to develop innovative strategies to address them
5. Apply autonomous thinking to reflect on good practices in workplace communication in different organizational contexts

Alignment of Learning Outcomes, Assessment and Graduate Attributes

 N/A Level	 Introductory Level	 Intermediate Level	 Graduate Level	 Professional Level	 Advanced Level
---------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------

Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
1 - Annotated bibliography - 23%	•	•	•	•	
2 - Presentation - 32%	•	•	•		•
3 - On-campus Activity - 45%				•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
1 - Knowledge	◦	◦	◦	◦	◦
2 - Communication	◦	◦	◦	◦	◦
3 - Cognitive, technical and creative skills		◦		◦	
4 - Research				◦	
5 - Self-management	◦				◦
6 - Ethical and Professional Responsibility	◦	◦	◦	◦	
7 - Leadership					
8 - Aboriginal and Torres Strait Islander Cultures					

Textbooks and Resources

Textbooks

There are no required textbooks.

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

Cait White Unit Coordinator

c.j.white@cqu.edu.au

Schedule

Week 1 - 08 Jul 2024

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to BUSN20017 Effective Business Communications and the Communication Process	Required textbook chapter, excerpted textbook Chapter (eReading List), and recommended journal articles (see Moodle).	The unit content is presented in a series of short videos. Please watch these videos in advance of the workshop. The workshop contains a range of interactive activities, which are aimed at enhancing your competence as an effective business communicator.

Week 2 - 15 Jul 2024

Module/Topic	Chapter	Events and Submissions/Topic
Effective Non-verbal and Listening for the Business Context	Required excerpted textbook chapter (eReading List) and recommended journal articles (see Moodle).	The unit content is presented in a series of short videos. Please watch these videos in advance of the workshop. The workshop contains a range of interactive activities, which are aimed at enhancing your competence as an effective business communicator.

Week 3 - 22 Jul 2024

Module/Topic	Chapter	Events and Submissions/Topic
Effective Organisational Communication	Required textbook chapters and excerpted textbook Chapter (eReading List), and recommended journal articles (see Moodle).	The unit content is presented in a series of short videos. Please watch these videos in advance of the workshop. The workshop contains a range of interactive activities, which are aimed at enhancing your competence as an effective business communicator.

Week 4 - 29 Jul 2024

Module/Topic	Chapter	Events and Submissions/Topic
--------------	---------	------------------------------

Effective Professional Genres of Written Communication

Required textbook chapter (eReading List) and recommended journal articles (see moodle).

Assessment Three Part One will be administered in Week 4 during your allocated workshop. This assessment covers weeks 1 - 3 and consists of 15 multiple-choice questions. You must take this Assessment in person ON CAMPUS during your workshop. Failure to undertake the assessment in person during your workshop will result in a failing grade for this assessment. If you are undertaking this assessment Offshore or Distance, online invigilation protocol strictly applies (this will be discussed during your workshop). Failure to adhere to the online invigilation protocol will result in a failing grade for this assessment. This assessment is administered on-line. After 30 minutes, your responses will be automatically submitted. This means that if your workshop runs from 12.00 PM-2.00 PM and you start the assessment at 1.45 PM, you only have fifteen minutes to complete the assessment because the link closes at 2.00 PM. NO OUTSIDE SOURCES ARE TO BE ACCESSED DURING THIS ASSESSMENT. THIS IS A CLOSED BOOK ASSESSMENT. THE ASSESSMENT PROTOCOL MUST BE FOLLOWED (SEE MOODLE)

The unit content is presented in a series of short videos. Please watch these videos in advance of the workshop. The workshop contains a range of interactive activities, which are aimed at enhancing your competence as an effective business communicator.

Week 5 - 05 Aug 2024

Module/Topic

Chapter

Events and Submissions/Topic

Effective Business Presentations

Required textbook chapter excerpts, (eReading List) and recommended journal articles (see Moodle).

Evidence Portfolio (Annotated Bibliography) is due Week 5 Friday (9 August 2024) 11:45 pm AEST

The unit content is presented in a series of short videos. Please watch these videos in advance of the workshop. The workshop contains a range of interactive activities, which are aimed at enhancing your competence as an effective business communicator.

Vacation Week - 12 Aug 2024

Module/Topic

Chapter

Events and Submissions/Topic

Week 6 - 19 Aug 2024

Module/Topic	Chapter	Events and Submissions/Topic
Effective Interpersonal Business Communication	Required textbook chapter (eReading List) and recommended journal articles (see moodle).	The unit content is presented in a series of short videos. Please watch these videos in advance of the workshop. The workshop contains a range of interactive activities, which are aimed at enhancing your competence as an effective business communicator.

Week 7 - 26 Aug 2024

Module/Topic	Chapter	Events and Submissions/Topic
--------------	---------	------------------------------

**Effective Team and Group
Business Communication
Assessment Three - Part Two**

Required textbook chapter, excerpted textbook chapter (eReading List), and recommended journal articles (see Moodle).

Assessment Three Part Two will be administered in Week 4 during your allocated workshop. This assessment covers weeks 4 - 6 and consists of 15 multiple-choice questions. You must take this Assessment in person ON CAMPUS during your workshop. Failure to undertake the assessment in person during your workshop will result in a failing grade for this assessment. If you are undertaking this assessment Offshore or Distance, online invigilation protocol strictly applies (this will be discussed during your workshop). Failure to adhere to the online invigilation protocol will result in a failing grade for this assessment. This assessment is administered on-line. After 30 minutes, your responses will be automatically submitted. This means that if your workshop runs from 12.00 PM-2.00 PM and you start the assessment at 1.45 PM, you only have fifteen minutes to complete the assessment because the link closes at 2.00 PM. NO OUTSIDE SOURCES ARE TO BE ACCESSED DURING THIS ASSESSMENT. THIS IS A CLOSED BOOK ASSESSMENT. THE ASSESSMENT PROTOCOL MUST BE FOLLOWED (SEE MOODLE)

The unit content is presented in a series of short videos. Please watch these videos in advance of the workshop. The workshop contains a range of interactive activities, which are aimed at enhancing your competence as an effective business communicator.

Week 8 - 02 Sep 2024

Module/Topic

Chapter

Events and Submissions/Topic

**Effective use of Communication
Media within Business**

Required textbook chapters and excerpts (eReading List), and recommended journal articles (see Moodle).

**Assessment Two Part One Due
Week 8 Monday (2 September,
2024) 11:45 pm AEST**

The unit content is presented in a series of short videos. Please watch these videos in advance of the workshop. The workshop contains a range of interactive activities, which are aimed at enhancing your competence as an effective business communicator.

Week 9 - 09 Sep 2024

Module/Topic

Chapter

Events and Submissions/Topic

Effective Intercultural Business Communication

Required excerpted textbook chapters (eReading List) and recommended journal articles (see Moodle).

The unit content is presented in a series of short videos. Please watch these videos in advance of the workshop. The workshop contains a range of interactive activities, which are aimed at enhancing your competence as an effective business communicator.

Week 10 - 16 Sep 2024

Module/Topic	Chapter	Events and Submissions/Topic
Effective Internal Messages and Critical Thinking	Required excerpted textbook chapters (eReading List) and recommended journal articles (see Moodle).	The unit content is presented in a series of short videos. Please watch these videos in advance of the workshop. The workshop contains a range of interactive activities, which are aimed at enhancing your competence as an effective business communicator.

Week 11 - 23 Sep 2024

Module/Topic	Chapter	Events and Submissions/Topic
Effective Business Communications Unit in Review		The individual video presentation is due Week 11 Friday (27 September, 2024) at 11:59 PM (AEST) This week your workshop leader will present a review lecture.

Week 12 - 30 Sep 2024

Module/Topic	Chapter	Events and Submissions/Topic
--------------	---------	------------------------------

Assessment Three - Part Three

Assessment Three Part Three will be administered in Week 12 during your allocated workshop. This assessment covers weeks 7- 10 and consists of 15 multiple-choice questions. You must take this Assessment in person ON CAMPUS during your workshop. Failure to undertake the assessment in person during your workshop will result in a failing grade for this assessment. If you are undertaking this assessment Offshore or Distance, online invigilation protocol strictly applies (this will be discussed during your workshop). Failure to adhere to the online invigilation protocol will result in a failing grade for this assessment. This assessment is administered on-line. After 30 minutes, your responses will be automatically submitted. This means that if your workshop runs from 12.00 PM-2.00 PM and you start the assessment at 1.45 PM, you only have fifteen minutes to complete the assessment because the link closes at 2.00 PM. NO OUTSIDE SOURCES ARE TO BE ACCESSED DURING THIS ASSESSMENT. THIS IS A CLOSED BOOK ASSESSMENT. THE ASSESSMENT PROTOCOL MUST BE FOLLOWED (SEE MOODLE)

Review/Exam Week - 07 Oct 2024

Module/Topic	Chapter	Events and Submissions/Topic
--------------	---------	------------------------------

Exam Week - 14 Oct 2024

Module/Topic	Chapter	Events and Submissions/Topic
--------------	---------	------------------------------

Assessment Tasks

1 Assessment One -- Evidence Portfolio

Assessment Type

Annotated bibliography

Task Description

Requirements: Both Assessment One and Assessment Two are based upon the following case study. The following information outlines the case study and the specific requirements for Assessment One and Assessment Two (part one and part Two).

The Case: You are a communication consultant. You were asked by Ms. Tyler Reginia, the CEO of Stephenson Media Solutions, PTY, to review the internal ORGANISATIONAL communication processes within the business. Stephenson Media Solutions, PTY is a small media company, that designs and develops websites and online training and development platforms. The head office is in Brisbane with two satellite offices in Sydney and Melbourne. The head office executes the design and development of the product, while the Sydney and Melbourne offices are responsible for sales and client support. When Ms. Regina briefed you, she stated that there were no external communication issues relating to sales and client support, but she felt that the internal ORGANISATIONAL communication could be more effective.

Your Role: In your capacity as a communication consultant hired by Ms. Regina, you conducted a communication audit

looking into the internal ORGANISATIONAL communication processes. Based upon your audit you have identified one major problem with the internal ORGANISATIONAL communication process. In response to your audit and findings you will develop a short video that will be shared with all the employees within Stephenson Media Solutions. The purpose of this video is to identify the problem and provide a solution to the problem.

Other: Based on your understanding of ORGANISATIONAL communication, you will need to think about and identify a specific problem that an organisation, such as the one described in this case study, would experience, and provide a solution to this problem. The problem that you address must show sophistication of knowledge and logic of thought. Simply identifying that organisational members do not speak to one another or use poorly written email is not a sophisticated approach to this assessment. Similarly, focusing upon intercultural interaction is not logical given the focus of the case study on ORGANISATIONAL communication. The solution must also be sophisticated and logical. A sophisticated solution will clearly draw upon accepted and credible communication principals, concepts and theories relating to internal ORGANISATIONAL communication. The solution is logical in that it is relevant to the identified problem and supported by credible evidence.

Assessment One: To accomplish this task, you first need to develop an evidence portfolio (annotated bibliography).

Writing an evidence portfolio (annotated bibliography) is an important first step because this document will help you find the evidence for your presentation. You must pick THREE articles from journals listed on the Required Journal List (RJL-- you will find this document in the Assessment Tile in Moodle). You must ONLY use articles from journals listed on the RJL. Using articles from the RJL will ensure that you are using credible and relevant information to support your response to the case. Failure to do so will impact your mark for this part of the assessment. Please make sure you paraphrase. Do not directly copy information from the journal article abstract. Points will be deducted for submitted documents with a Turnitin overlap score of 20% or higher. In the case of proven academic misconduct deductions will be made commensurate with the percentage of non-compliant submitted information). You must include a reference list (APA 7th Edition).

1. You will first need to identify the problem (The internal ORGANISATIONAL problem facing Stephenson Media Solutions is. . .). This section of the document should be no longer than 100 – 150 words in length (one paragraph).

2. For each article you will:

a. provide an overview of the topical focus of this article, and discuss how the topical focus of the article relates to the specific case study?

b. provide a SPECIFIC and LOGICAL explanation of how you will use the information from this article into your presentation (This article will be used in this presentation to . . . [e.g., define, illustrate, demonstrate, support).

Ask yourself: Are you going to cite a definition or a finding? Are you going to quote or paraphrase to illustrate a concept or principal or support an argument? Please include your quotation or paraphrased information.

3. You must include a reference list (separate page) at the end of your bibliography (APA 7th edition).

Other: It is recommended that the information about each article is presented within two paragraphs only—the overview of the topical focus of the article (a) and the explanation of how the article will fit into your presentation (b). This information should be around 1500 words (500 words for each article).

This document must be 1650 max. length (excluding the references).

Assessment Due Date

The annotated bibliography is due Week Five (9th August, Friday) 11:59 PM (AEST). You must upload your file as a word document.

Return Date to Students

Week 7 Friday (30 Aug 2024)

The marks will be released two weeks after the due date (subject to the completion of the marking moderation).

Weighting

23%

Assessment Criteria

The Annotated Bibliography is evaluated based on the following assessment criteria:

1. The presenting problem - 3 marks
1. Three individual bibliographic entries - 5 marks each -15 marks in total.
2. Written presentation - 2 marks
3. References-3 marks

Assessment One is worth 23 marks.

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Learning Outcomes Assessed

- Recognize advanced knowledge and skills required in written, oral, and interpersonal communication to address complex business problems
- Apply professional business writing and oral communication skills to effectively inform or persuade a target audience
- Deliver effective presentations to transmit knowledge, skills and ideas to both specialist and non-specialist audiences and achieve business objectives
- Critically analyse communication challenges faced by organisations by applying established theories to develop innovative strategies to address them

2 Assessment Two - Part One and Part Two

Assessment Type

Presentation

Task Description

The following information describes part one and part two of Assessment Two.

Assessment Two--Part One: The SLSO (sentence-level speaking-outline) is an outline of the information (including referenced information and reference list) contained within the presentation. Having developed this document, you can then use it to develop your speaking notes. There are some examples of SLSOs on Moodle (please see the Assessment Tile).

References: The SLSO must include the 5 academic journal references from journals listed on the required journal list (RJL). You may choose to include the three articles that you wrote about in your evidence portfolio (annotated bibliography). You will reference the information from these journal articles in-text and include the articles within a reference list on a separate last page of the SLSO (APA 7th Edition).

Length: As a general guide, the SLSO should be around 500-700 words in length. Please remember this document is not a verbatim transcript of what you are going to say in your presentation. It is a sketch or an outline of what you plan to say.

Assessment Two--Part Two: Having developed your SLSO you can then start on your video presentation. The video presentation must include no more than five PowerPoint slides (excluding the presentation title slide and the reference slide(s)) and an image of the person who is speaking.

References: The presentation must include the five (5) academic references you included in your SLSO (Within your presentation you must orally cite your references and include a reference list at the end of you PowerPoint Slides (APA 7th Edition).

Length: The Video Presentation should be nine to ten (9-10) minutes in length. The introduction should be two (2) minutes in length. The body of the presentation should be around six to seven (6-7) minutes while the conclusion should be around one (1) minute. It is important that you keep to time—do not go over. Information presented after the 10-minute limit will not be evaluated for marking purposes. Please practice your presentation in advance so that you know it is the correct length. You can use Zoom to record your video presentation (please see Moodle for more instructions about recording and uploading your presentation).

Presentation: You must deliver your presentation and not read your presentation from you SLSO and/or PowerPoint Slides—think of your delivery as a conversation with the audience. Delivery is important but an excellent delivery will not 'save' a poor presentation content. Excellent delivery complements exceptional content resulting in a memorable presentation.

Assessment Due Date

The SLSO is due in Week 8 (2nd September, Monday) at 11:59 PM (AEST) The individual video presentation is due Week 11 (27th September, Friday) at 11:59 PM (AEST)

Return Date to Students

The SLSO marks will be released two weeks after the individual due date (subject to the completion of the marking moderation). The individual video presentation marks will be available on the certification date.

Weighting

32%

Assessment Criteria

The SLSO is evaluated based on the following criteria:

1. The format - 3 marks
2. The written presentation - 3 marks
3. The use of journals from the Required Journal List (RJL) and correct application of the APA (7th Edition) referencing style - 3 marks.

This part of Assessment Two is worth 9 marks.

The video presentation is evaluated based on the following criteria:

1. The introduction - 5 marks
2. The body - 10 marks
3. The conclusion - 3 marks
4. The delivery - 5 marks

This part of Assessment Two is worth 23 marks.

The combined parts of Assessment Two is worth 32 marks.

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Learning Outcomes Assessed

- Recognize advanced knowledge and skills required in written, oral, and interpersonal communication to address complex business problems
- Apply professional business writing and oral communication skills to effectively inform or persuade a target audience
- Deliver effective presentations to transmit knowledge, skills and ideas to both specialist and non-specialist audiences and achieve business objectives
- Apply autonomous thinking to reflect on good practices in workplace communication in different organizational contexts

3 Assessment Three - Part One, Part Two, and Part Three

Assessment Type

On-campus Activity

Task Description

The following information outlines the specific requirements for Assessment Three – Part One and Part Two

Part One

Assessment Three Part One will be administered in Week 4 during your allocated workshop. This assessment covers weeks 1 - 3 and consists of 15 multiple-choice questions. You must take this Assessment in person ON CAMPUS during your workshop. Failure to undertake the assessment in person during your workshop will result in a failing grade for this assessment. If you are undertaking this assessment Offshore or Distance, online invigilation protocol strictly applies (this will be discussed during your workshop). Failure to adhere to the online invigilation protocol will result in a failing grade for this assessment.

This assessment is administered on-line. After 30 minutes, your responses will be automatically submitted. This means that if your workshop runs from 12.00 PM-2.00 PM and you start the assessment at 1.45 PM, you only have fifteen minutes to complete the assessment because the link closes at 2.00 PM.

NO OUTSIDE SOURCES ARE TO BE ACCESSED DURING THIS ASSESSMENT. THIS IS A CLOSED BOOK ASSESSMENT. ALL ASSESSMENT PROTOCOL MUST BE FOLLOWED (SEE MOODLE).

This part of the assessment is worth 15 marks.

Part Two

Assessment Three Part Two will be administered in Week 7 during your allocated workshop. This assessment covers weeks 4 - 6 and consists of 15 multiple-choice questions. You must take this Assessment in person ON CAMPUS during your workshop. Failure to undertake the assessment in person during your workshop will result in a failing grade for this assessment. If you are undertaking this assessment Offshore or Distance, online invigilation protocol strictly applies (this will be discussed during your workshop). Failure to adhere to the online invigilation protocol will result in a failing grade for this assessment.

This assessment is administered on-line. After 30 minutes, your responses will be automatically submitted. This means that if your workshop runs from 12.00 PM-2.00 PM and you start the assessment at 1.45 PM, you only have fifteen minutes to complete the assessment because the link closes at 2.00 PM.

NO OUTSIDE SOURCES ARE TO BE ACCESSED DURING THIS ASSESSMENT. THIS IS A CLOSED BOOK ASSESSMENT. ALL ASSESSMENT PROTOCOL MUST BE FOLLOWED (SEE MOODLE).

This part of the assessment is worth 15 marks.

Part Three

Assessment Three Part Three will be administered in Week 12 during your allocated workshop. This assessment covers weeks 7- 10 and consists of 15 multiple-choice questions. You must take this Assessment in person ON CAMPUS during

your workshop. Failure to undertake the assessment in person during your workshop will result in a failing grade for this assessment. If you are undertaking this assessment Offshore or Distance, online invigilation protocol strictly applies (this will be discussed during your workshop). Failure to adhere to the online invigilation protocol will result in a failing grade for this assessment.

This assessment is administered on-line. After 30 minutes, your responses will be automatically submitted. This means that if your workshop runs from 12.00 PM-2.00 PM and you start the assessment at 1.45 PM, you only have fifteen minutes to complete the assessment because the link closes at 2.00 PM.

NO OUTSIDE SOURCES ARE TO BE ACCESSED DURING THIS ASSESSMENT. THIS IS A CLOSED BOOK ASSESSMENT. ALL ASSESSMENT PROTOCOL MUST BE FOLLOWED (SEE MOODLE).

This part of the assessment is worth 15 marks.

Assessment Three is worth a total of 45 marks.

Assessment Due Date

Assessment Three--Part One will be administered in the Week 4 workshop; Assessment Three--Part Two will be administered in the week 7 workshop; and Assessment Three--Part Three will be administered in the week 12 workshop

Return Date to Students

The assessment (Assessment Three - Part One, Part Two and Part Three) is subject to verification. If the verification has not been completed before the end of Week 12 the marks (Assessment Three - Part Three) will be available on certification date.

Weighting

45%

Assessment Criteria

Assessment Three is evaluated based on the following criteria

1. The question is/not answered correctly-- One point is awarded for a correct answer. No point is awarded for an incorrectly answered
2. Compliance with the instruction(s) (any part of), as set out in the Assessment Three Protocol--The mark of zero is awarded for Assessment Three (any of the three parts) for failure to comply with these instructions. No marks will be deducted for compliance with the protocol. PLEASE READ THE ASSESSMENT PROTOCOL IN ORDER TO FULLY UNDERSTAND WHAT IS REQUIRED.

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Learning Outcomes Assessed

- Critically analyse communication challenges faced by organisations by applying established theories to develop innovative strategies to address them
- Apply autonomous thinking to reflect on good practices in workplace communication in different organizational contexts

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?



Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem