



RH1005 – CONTEMPORARY BUSINESS COMMUNICATIONS SUBJECT OUTLINE

SUBJECT DESCRIPTION

This subject focuses on communication as an essential business tool. It reviews key theoretical concepts as they apply to a range of communication activities, examining the factors that may influence the effectiveness of different forms of communication within different business contexts. The subject is held in the first trimester of a one year Diploma of Business, and is designed to provide you with a pathway to:

- further university studies in Business; or
- direct employment

Pre-requisites: Nil within the Diploma of Business program.

COURSE LEARNING OUTCOMES

- Demonstrate foundation knowledge necessary for advanced skill or paraprofessional work or further learning
- Analyse relevant concepts and techniques for making early career business decisions
- Evaluate data and resources in the context of relevant academic literature
- Apply critical thinking and solve problems to address issues in a range of business situations
- Convey information clearly and fluently in written and spoken form appropriate for their audience
- Apply basic technical skills, including numeracy, necessary for practice in business
- Demonstrate an awareness of ethical and social responsibility in business settings
- Demonstrate independent learning

SUBJECT LEARNING OUTCOMES

- Critically evaluate communicated information and structure oral and written arguments logically and persuasively
- Transfer and apply communication and design theories across social and business settings
- Evaluate the effectiveness of different forms of communications
- Plan communications that achieve their objective across varying audiences and stakeholder groups.
- Demonstrate understanding of the significance of effective intrapersonal and interpersonal communication across social and business settings

LECTURER

TBA at the start of every study period.

CONTACT HOURS

Each subject in the Diploma of Business program requires a 130 hour workload of study-related participation, over the course of the ten week study period.

The exact format of the teaching sessions for each study period may change, but they will usually consist of four hours face to face teaching and one hour of self-paced learning per week.

ASSESSMENT

Assessable items for all of the Diploma subjects may include essays; mid-trimester exams; group or individual presentations; final exams; workshop activities; online activities; group activities; business projects/reports and so on.

NOTE

- Minor variations might occur due to the continuous subject quality improvement process, and in case of minor variation(s) in assessment details, the subject outline represents the latest official information.
- A more detailed subject outline will be provided to each student prior to the commencement of every study period.