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**PRESCRIPTION: 560 BUSINESS COMMUNICATION**

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This prescription replaces *140 Business Communication*.

**CORE PRESCRIPTION**

<b>LEVEL</b>	5
<b>CREDIT</b>	20
<b>VERSION</b>	1
<b>INTRODUCED</b>	2006
<b>AIM</b>	Students will apply communication knowledge and skills in the evolving context of New Zealand and global business.
<b>PREREQUISITES</b>	Nil

**ASSESSMENT WEIGHTINGS**

Learning outcomes	Assessment weighting %
1. Students will demonstrate and apply an understanding of the theories and process underpinning communication in a business setting.	10
2. Students will demonstrate and apply an understanding of the influence of their own and others' self-concept, perception and culture on the communication process.	10
3. Students will demonstrate and apply an understanding of interpersonal communication skills in a business setting.	20
4. Students will demonstrate oral presentation and writing skills that are clear, concise, courteous and correct, using currently recognised business formats.	40
5. Students will demonstrate and apply an understanding of how effective communication management influences organisational performance.	20
<b>TOTAL</b>	<b>100</b>

All learning outcomes must be evidenced; a 10% aggregate variance is allowed.

**ASSESSMENT NOTE**

1. Assessment materials should reflect relevant and current legislation, standards, regulations and acknowledged good industry/business practices.
2. Learning outcome four: students will, within a team or individually, demonstrate oral presentation and writing skills. A high standard of accuracy in written language is expected.

## **LEARNING OUTCOME ONE**

Students will demonstrate and apply an understanding of the theories and process underpinning communication in a business setting.

### *Key elements*

- a) Current communication theories, at least three.
- b) Communication process elements:
  - sender
  - receiver
  - message:
    - verbal
    - non-verbal
  - channel
  - interference
  - feedback
  - context.

## **LEARNING OUTCOME TWO**

Students will demonstrate and apply an understanding of the influence of their own and others' self-concept, perception and culture on the communication process.

### *Key elements*

- a) Self concept.
- b) Perception.
- c) Culture:
  - values
  - behaviour
  - similarities and differences
  - communication strategies.

## **LEARNING OUTCOME THREE**

Students will demonstrate and apply an understanding of interpersonal communication skills in a business setting.

### *Key elements*

- a) Non-verbal communication:
  - paralanguage
  - kinesics
  - proxemics
  - chronemics
  - haptics
  - oculesics
  - environment.

- b) Active listening:
  - denotative and connotative meaning
  - attending
  - encouraging
  - reflecting:
    - clarifying
    - paraphrasing
    - summarising
  - questioning:
    - open
    - closed
    - probing.
- c) Giving and receiving constructive feedback.
- d) Interviewing.
- e) Assertiveness and managing differences.
- f) Negotiation.

#### **LEARNING OUTCOME FOUR**

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

##### *Key elements*

- a) Oral presentation to a group:
  - content
  - structure
  - delivery
  - audiovisual support.
- b) Emails:
  - composing
  - responding.
- c) Letters:
  - persuasion
  - resolving an issue.
- d) Formal report, including:
  - executive summary
  - findings and analysis
  - conclusions
  - recommendations
  - referencing.

## LEARNING OUTCOME FIVE

Students will demonstrate and apply an understanding of how effective communication management influences organisational performance.

### *Key elements*

- a) Organisational context:
  - business demographics
  - organisational goals
  - organisational culture and ethics
  - management of knowledge resources
  - group dynamics
  - meeting management
  - stakeholders
  - networks.
  
- b) Information communication technology (ICT):
  - organisational communication strategies
  - emergent communication technologies.
  
- c) Legal issues:
  - privacy
  - defamation
  - copyright.