
Prescription: 560 Business Communication

Core prescription

Level	5
Credit	20
Version	2
Aim	Students will apply communication knowledge and skills in the evolving context of New Zealand business.
Prerequisites	nil

Assessment weightings

Learning outcomes	Assessment weighting %
1. Students will apply current communication theories in business situations.	10
2. Students will identify and explain how personal factors and behaviours can influence the communication process in business situations.	15
3. Students will apply effective interpersonal communication skills in business situations.	25
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 analyse the interactions between communication practice and organisational performance.	10
Total	100

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

Assessment notes

1. Assessment materials should reflect acknowledged good industry/business practices which include relevant and current legislation, standards and regulations.
2. Learning outcome four: students must demonstrate speaking and writing skills individually. A high standard of accuracy in written language is expected.
3. Assessment of outcomes can be achieved using simulated business situations, including case studies.

Learning outcome one

Students will apply current communication theories to business situations.

Key elements:

- a) Three or more communication theories, at least one being current.

Learning outcome two

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:
 - paralanguage
 - body language
 - distance
 - time
 - touch
 - eye contact
 - environment.

Learning outcome three

Students will apply effective interpersonal communication skills in business situations.

Key elements:

- a) Active listening:
 - attending
 - encouraging
 - reflecting
 - interpreting
 - questioning.
- b) Managing differences:
 - assertiveness
 - negotiation
 - giving and receiving constructive feedback.
- c) Interviewing.
- d) Team work.
- e) Meetings:
 - participating
 - chairing
 - recording.

Learning outcome four

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:
 - content
 - structure
 - delivery
 - 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.

Learning outcome Five

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.

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Introduced	1	2006	31 December 2013
Review	2	December 2011	N/A