

**APPROVED**

## BU6008: Applied Communication

### Course Details

|                    |                                                                                                                                                                                                                                                                                                                                                                   |
|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Course Code:       | BU6008                                                                                                                                                                                                                                                                                                                                                            |
| Course Title:      | Applied Communication <b>APPROVED</b>                                                                                                                                                                                                                                                                                                                             |
| Short Title:       | App Com                                                                                                                                                                                                                                                                                                                                                           |
| Course Level::     | Level 6                                                                                                                                                                                                                                                                                                                                                           |
| Valid From::       | 2022/2023 Sem 2                                                                                                                                                                                                                                                                                                                                                   |
| Credits::          | 15                                                                                                                                                                                                                                                                                                                                                                |
| Owner:             | Business                                                                                                                                                                                                                                                                                                                                                          |
| Assessment Method: | Achievement                                                                                                                                                                                                                                                                                                                                                       |
| Course Aim         | To highlight and raise awareness around the importance of various forms of communication in a business context towards painting general communication etiquette competencies spanning individual, group and organizational contexts. To equip learners with salient communication competencies towards being successful in their academic and career progression. |

| CILO                                                                        |                                                                                |
|-----------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| On Completion of this course, the learner will be able to                   |                                                                                |
| #                                                                           | Learning Outcome Description                                                   |
| 1                                                                           | Apply business communication models to ensure effective business communication |
| 2                                                                           | Implement strategies to enable effective group communication                   |
| 3                                                                           | Apply audience focused strategies to business communication                    |
| 4                                                                           | Analyse the impact of technology on business communication                     |
| Requisites                                                                  |                                                                                |
| <ul style="list-style-type: none"> <li>• Anti Requisite: BSB5008</li> </ul> |                                                                                |

|                                           |
|-------------------------------------------|
| No Examinations                           |
| <b>Other Controlled Assessments</b>       |
| <b>Assessment Type</b><br>Online Quiz     |
| <b>Assessment Type</b><br>Presentation    |
| <b>Uncontrolled Assessments</b>           |
| <b>Assessment Type</b><br>Project (Group) |

| Affiliated Entities |                                                     |                |             |
|---------------------|-----------------------------------------------------|----------------|-------------|
| Entity Code         | Entity Title                                        | Entity Version | Entity Type |
| BBS6010             | Diploma in Business                                 | 5              | Programme   |
| BBS6015             | Diploma in Real Estate                              | 1              | Programme   |
| BBS7040             | Associate Degree in Business (Accounting)           | 1              | Programme   |
| BBS8000             | Bachelor of Business                                | 3              | Programme   |
| BBS8001             | Bachelor of Business (General)                      | 1              | Programme   |
| BBS8010             | Bachelor of Business: Marketing                     | 3              | Programme   |
| BBS8010             | Bachelor of Business: Marketing                     | 4              | Programme   |
| BBS8020             | Bachelor of Business: Management                    | 4              | Programme   |
| BBS8030             | Bachelor of Business (Banking and Finance)          | 7              | Programme   |
| BBS8040             | Bachelor of Business: Accounting                    | 4              | Programme   |
| BBS8070             | Bachelor of Business: Human Resource Management     | 3              | Programme   |
| BBS8070             | Bachelor of Business: Human Resource Management     | 1              | Programme   |
| BBS8090             | Bachelor of Business (Double Major)                 | 4              | Programme   |
| BBS9040             | Master of Science (MSc.) in Professional Accounting | 1              | Programme   |
| BU8010              | Bachelor of Business: Marketing V4                  | 1              | Programme   |
| SCM8000             | Bachelor of Supply Chain Management                 | 1              | Programme   |