



UNSW
A U S T R A L I A

School of the Arts and Media

Faculty of Arts and Social Sciences

MDIA5022

Corporate and Interpersonal Communication

Session 2, 2016

Course Outline

Staff Contact Details

Position	Name	Email	Availability	Location	Phone
Convener	Nidia Raya Martinez	n.rayamartinez@unsw.edu.au	Tuesday 2pm-4pm	contact via email	contact via email
Lecturer	Peter Roberts	p.j.roberts@unsw.edu.au	Wednesday 3pm - 4pm	contact via email	contact via email

Contact Information

Room 312, level 3 Robert Webster Building

Phone: (02) 9385 4856

Email: sam@unsw.edu.au

Website: <https://sam.arts.unsw.edu.au>

Attendance Requirements

A student is expected to attend all class contact hours for a face-to-face (F2F) or blended course and complete all activities for a blended or fully online course.

A student who arrives more than 15 minutes late may be penalised for non-attendance. If such a penalty is imposed, the student must be informed verbally at the end of class and advised in writing within 24 hours.

If a student experiences illness, misadventure or other occurrence that makes absence from a class/activity unavoidable, or expects to be absent from a forthcoming class/activity, they should seek permission from the Course Authority, and where applicable, their request should be accompanied by an original or certified copy of a medical certificate or other form of appropriate evidence.

A Course Authority may excuse a student from classes or activities for up to one month. However, they may assign additional and/or alternative tasks to ensure compliance. A Course Authority considering the granting of absence must be satisfied a student will still be able to meet the course's learning outcomes and/or volume of learning. A student seeking approval to be absent for more than one month must apply in writing to the Dean and provide all original or certified supporting documentation.

For more information about the SAM attendance protocols, see the SAM policies and guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Essential Information

All SAM students must make a serious attempt at all assessments in order to pass the course.

For essential student information relating to: attendance requirements; requests for extension; review of marks; occupational health and safety; examination procedures; special consideration in the event of illness or misadventure; student equity and disability; and other essential matters, see the SAM Policies and Guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Course Details

Credit Points 6

Summary of the Course

Professional organizational communication is underpinned by the ability to form positive relationships and navigate differences in the workplace. While we often assume that business communication is a rational process, workplaces are also impacted on by emotions that employees carry with them. While issues of language, culture and emotion underpin all interpersonal communication, students in this course are particularly encouraged to apply theories, concepts and ideas of interpersonal communication to issues, challenges, and opportunities in corporate and other organizational contexts. The course will focus on application of interpersonal communication concepts and processes to organizational contexts, opportunities, challenges and issues. Key topics in this course include organizational communication and discourse, negotiation, persuasion, lobbying, advocacy, managing change, valuing diversity, ethical decision-making and conflict resolution.

At the conclusion of this course the student will be able to

1. Apply interpersonal communication concepts and processes to organisational contexts and problems
2. Demonstrate knowledge of organisational communication concepts
3. Apply negotiation and persuasion skills, and theories of managing change
4. Examine the importance of valuing diversity, ethical decision making and conflict resolution

Teaching Strategies

Teaching Strategies:

Corporate and Interpersonal Communication is designed to encourage and challenge you to reflect on and improve your own communication practice.

The course is delivered in a seminar form, where discussions, analysis and application of key concepts and recent research findings are used to develop a deeper understanding of strategic communication. The subject is designed around a mix of activities to build participants' interest and learning. The two hour class period each week will include:

- ? a section on key principles, which will introduce the relevant concepts and theory of corporate and interpersonal communication.
- ? a series of discussions and activities aimed at applying the key principles.

To obtain the full benefits from this course, students are encouraged to extend yourself beyond their comfort zone. That means actively participating in the conversations and discussions in class as both a listener and speaker, being open to and willing to contemplate a range of perspectives and try new ways of communicating, reflecting deeply on their own communication strengths and weaknesses, and being willing to give constructive feedback to others in order foster positive and effective communication, particularly in diverse, team-based, work-related contexts. We hope that students will feel that this course offers a 'safe' environment to try out new styles of communication which they may later apply in the work place.

The textbook is an important part of this course. Students are asked to reflect on the set readings before each class, and bring their questions and ideas about the readings based on their own unique experiences to each class. The course will be supplemented with complementary journal article readings for each week.

Assessment

In order to pass this course, you must make a serious attempt at ALL assessment tasks. There are 3 assignments for this course. Assignment 1 is a group assignment. Assignments 2 and 3 are individual assignments.

Assessment Tasks

Assessment task	Weight	Length	Due Date	Submission
Group presentation and report	30%	null	Weeks 5-11	null
Assessment on communication skills	30%	null	11.59pm Thursday 18 August 2016	null
Diary log and written reflection	40%	null	11.59pm Thursday 27 October 2016	null

Assessment Details

Assessment 1: Group presentation and report

Details: Group assessment of 4 students. 20-25 minute presentation. 1500 word report. Written feedback provided via the Learning Management System.

Turnitin setting: This assignment is submitted through Turnitin, students do not see Turnitin similarity reports

Learning outcomes:

- Apply interpersonal communication concepts and processes to organisational contexts and problems
- Demonstrate knowledge of organisational communication concepts

Assessment 2: Assessment on communication skills

Details: 2000 words. Self-reflection assessment on communication skills. Written feedback provided via the Learning Management System.

Turnitin setting: This assignment is submitted through Turnitin, students do not see Turnitin similarity reports

Learning outcomes:

- Apply interpersonal communication concepts and processes to organisational contexts and problems
- Demonstrate knowledge of organisational communication concepts

Assessment 3: Diary log and written reflection

Details: 2500 words for written reflection. This is the final assessment task. Written feedback provided via the Learning Management System.

Turnitin setting: This assignment is submitted through Turnitin, students do not see Turnitin similarity reports

Learning outcomes:

- Apply negotiation and persuasion skills, and theories of managing change
- Examine the importance of valuing diversity, ethical decision making and conflict resolution

Submission of Assessment Tasks

Students are expected to put their names and student numbers on every page of their assignments.

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au. Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally in SAM there will no longer be any hard-copy submission; assessments must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible it will be stated on your course's moodle site with alternative submission details.

Late Assessment Penalties

An assessed task is deemed late if it is submitted after the specified time and date as set out in the course Learning Management System (LMS).

The late penalty is the loss of 5% of the total possible marks for the task for each day or part thereof the work is late. Lateness will include weekends and public holidays. This does not apply to a task that is assessed but no mark is awarded.

Work submitted fourteen days after the due date will be marked and feedback provided but no mark will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component a student will be deemed to have met that requirement. This does not apply to a task that is assessed but no mark is awarded.

Work submitted twenty-one days after the due date will not be accepted for marking or feedback and will receive no mark or grade. If the assessment task is a compulsory component of the course a student will automatically fail the course.

Special Consideration Applications

You can apply for special consideration when illness or other circumstances interfere with your assessment performance.

Sickness, misadventure or other circumstances beyond your control may:

- * Prevent you from completing a course requirement,
- * Keep you from attending an assessable activity,
- * Stop you submitting assessable work for a course,
- * Significantly affect your performance in assessable work, be it a formal end-of-semester examination, a class test, a laboratory test, a seminar presentation or any other form of assessment.

For further details in relation to Special Consideration including 'When to Apply', 'How to Apply' and 'Supporting Documentation' please refer to the Special Consideration website: <https://student.unsw.edu.au/special-consideration>

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

Copying: using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

Inappropriate paraphrasing: changing a few words and phrases while mostly retaining the original structure and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit. It also applies to piecing together quotes and paraphrases into a new whole, without referencing and a student's own analysis to bring the material together.

Collusion: working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

Duplication ("self-plagiarism"): submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices;

Paraphrasing, summarising, essay writing and time management

Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre. Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

Course Schedule

Timetable

Date	Type	Content
Week 1: 25 - 29 July	Seminar	Introduction: Emotion, rationality and your communication style
Week 2: 1 - 5 August	Seminar	Teamwork and participation
Week 3: 8 - 12 August	Seminar	Leadership, Facilitation and Inspiration
Week 4: 15 - 19 August	Seminar	Persuasion, Negotiation and Professional Speaking
Week 5: 22 - 26 August	Seminar	Interpreting and Managing Conflict
Week 6: 29 August - 2 September	Seminar	Analysing Organisational Culture and Communication
Week 7: 5 - 9 September	Seminar	Identity and Communication in Global and Multicultural Contexts
Week 8: 12 - 16 September	Seminar	Power and control in organisations
Week 9: 19 - 23 September	Seminar	Ethics and values in organisations
Week 10: 4 - 7 October	No classes	
Week 11: 10 - 14 October	Seminar	Organisational change
Week 12: 17 - 21 October	Seminar	Social relationships, networks and Technology
Week 13: 24 - 28 October	Seminar	You, your colleagues, your career

Resources

Prescribed Resources

Cheney, G, Christensen, L T, Zorn, T E & Ganesh, S Organizational Communication in an Age of Globalization: Issues, Reflections, Practices, 2nd ed, Long Grove, IL: Waveland Press

Recommended Resources

You are expected to engage in extra readings on your own to enrich your understanding of key communication concepts. Extra readings should be incorporated into your written and oral assessments to demonstrate your deepening knowledge of communications as a research 'field'. Examples of useful journals you may consider browsing include (but are not limited to):

- ? Corporate Reputation Review
- ? Discourse & Communication
- ? Asian Journal of Communication
- ? Atlantic Journal of Communication
- ? Australian Journal of Communication
- ? Communication Research
- ? Communication Theory
- ? Communication, Culture and Critique
- ? Corporate Communications
- ? Human Communication Research
- ? Human Relations
- ? International Journal of Strategic Communication
- ? Journal of Applied Communications Research
- ? Journal of Computer-Mediated Communication
- ? Journal of Communication
- ? Journal of International and Intercultural Communication
- ? Journal of Organizational Culture, Communication & Conflict
- ? Management Communication Quarterly
- ? Organization Studies
- ? The Journal of Business Communication

These journals and other resources can be accessed from the UNSW Library website:

<http://info.library.unsw.edu.au/web/services/services.html>

Course Evaluation and Development

The student learning experience is important to the Faculty, convenors and lecturers in this course. Throughout the duration of Corporate and Interpersonal Communication students are encouraged to provide either formal and/or informal feedback on their experiences of the course. This will be analysed by staff and incorporated into the semester program where possible. At the conclusion of the semester a formal student evaluation is provided to enable feedback on the course content and teaching staff. This allows for longer term student input into course design.