

ASSESSMENT BRIEF 3

Subject Code and Title	BIZ101- Business Communications
Assessment	Presentation and Reflective Report
Individual/Group	Individual
Length	Part A – Presentation: 8-10 mins Part B - Reflective Report: 800 words (+/- 10%)
Learning Outcomes	<ul style="list-style-type: none"> a) Demonstrate academic skills appropriate to the level of study c) Critically analyse texts and/or multi-modal material in a business context d) Identify and apply effective communication methods within a business environment e) Evaluate the use and importance of technology in business communication
Submission	Part A: By 11:55pm AEST/AEDT Sunday of Week 11 Part B: By 11:55pm AEST/AEDT Tuesday of Week 12
Weighting	Part A: 20% Part B: 20%
Total Marks	Part A: 100 marks Part B: 100 marks

Context:

Ideas need to be communicated. The method of communication in tertiary studies and in the workplace needs to reflect digital skills and engage the audience.

This assessment is for students to master the skills of presentation and evaluate the use of technology in business communication. Students must research the different methods of presentations using technology, then choose one or more to use for their own presentation. Students then need to prepare a reflective report on why they used that method of communication for their presentation and why it was an effective method of communication.

Instructions: Part A - Presentation (20%)

Prepare a presentation of the key findings from your Assessment 2 essay.

The presentation is 8-10 minutes, highlighting the key points of the Assessment 2 essay to the class. The presentation must be engaging. Students are encouraged not to use Prezi or Powerpoint.

Instructions: Part B - Reflective Report (20%)

Write a report reflecting on the use of technology in business communications and discuss the effectiveness of the method you chose for the presentation.

The report should evaluate at least two methods of communication you could have used for your presentation. Outline why you consider the method of communication was appropriate and reflect on whether you would use a different method for the next presentation, expanding on your reasons.

Essential requirements for the report

The report **MUST** follow a Business Report format, which includes:

1. Title Page
2. Table of Contents
3. Introduction – Includes context, purpose, outline, background and outcome
4. Body
5. Conclusion
6. Recommendations
7. References (APA style)
8. Appendices (optional)

Submitting Your Assignment

1. Check your originality by uploading your commentary to Turnitin.
2. When the Turnitin result is less than 20%, submit your assignment through the Assessment submission area.

Learning Rubrics Part A

Assessment Attributes	Fail (Unacceptable) (0-49)	Pass (Functional) (50-64)	Credit (Proficient) (65-74)	Distinction (Advanced) (75-84)	High Distinction (Exceptional) (85-100)
Choice of presentation channel 20%	Presentation uses a traditional technology tool to reproduce their report in a visual and verbal form.	Presentation uses a traditional technology tool to express the content of their presentation in an engaging way.	Presentation uses a technology tool to express the content of their presentation in an engaging way.	Presentation uses an innovative approach, combining two different technology tools to effectively express the content of their presentation in an engaging way.	Presentation uses an innovative approach, combining multiple different technology tools to effectively express the content of their presentation in an engaging way.
Verbal Communication 40%	Verbal communication lacks clarity and no attempt to engage the listener is made.	Verbal communication lacks clarity but there is an attempt to engage the listener as an active participant in the presentation	Verbal communication is mostly clear, and articulate but does not engage the listener as an active participant	Verbal communication is clear, articulate and engaging, going beyond reading a script to discussing the content with the audience in a way that causes them to reflect.	Verbal communication is clear, articulate and engaging, going beyond reading a script to discussing the content and using tactics designed to engage the listener to be an active participant in the presentation and reflect on its content.
Visual Communication 40%	Visual communication is primarily a reproduction of the essay text and is not visually appealing.	Visual communication is primarily writing and images but is visually appealing.	Visual communication is primarily writing and images but shows some elements of innovation in the visual elements of the presentation.	Visual communication goes beyond writing and images to reproduce content in a visual way using graphs, charts, diagrams.	Visual communication goes beyond writing and images to reproduce content in a visual way using graphs, charts, diagrams, info graphics and other innovative visual communication tools.

Learning Rubrics Part B

Assessment Attributes	Fail (Unacceptable) (0-49)	Pass (Functional) (50-64)	Credit (Proficient) (65-74)	Distinction (Advanced) (75-84)	High Distinction (Exceptional) (85-100)
Reflective Report Structure 30%	Reflective report does not adhere to the business report structure OR Report is significantly over or under the word limit (< OR > 20%)	Reflective report adheres to MOST of the elements of the business report structure and is within the word limit.	Reflective report adheres to a business report structure, is within the word limit	Reflective report adheres to a business report structure, is within the word limit and has shown some good judgement with the distribution of their words in the different sections.	Reflective report adheres to a business report structure, is within the word limit and has shown excellent judgement with the distribution of their words in the different sections.
Quality of Evaluation 50%	Limited understanding of key concepts required to support the pitch. Confuses logic and emotion. Information taken from reliable sources but without a coherent analysis or synthesis. Viewpoints of experts are taken as fact with little questioning.	Resembles a recall or summary of key ideas. Often conflates/confuses assertion of personal opinion with information substantiated by evidence from the research/course materials. Analysis and evaluation do not reflect expert judgement, intellectual independence, rigor and adaptability.	Supports personal opinion and information substantiated by evidence from the research/course materials. Demonstrates a capacity to explain and apply relevant concepts. Identify logical flaws. Questions viewpoints of experts.	Discriminates between assertion of personal opinion and information substantiated by robust evidence from the research/course materials and extended reading. Well demonstrated capacity to explain and apply relevant concepts. Viewpoint of experts are subject to questioning. Analysis and evaluation reflect growing judgement, intellectual independence, rigor and adaptability.	Systematically and critically discriminates between assertion of personal opinion and information substantiated by robust evidence from the research/course materials and extended reading. Information is taken from sources with a high level of interpretation/evaluation to develop a comprehensive critical analysis or synthesis. Identifies gaps in knowledge. Exhibits intellectual independence, rigor, good

					judgement and adaptability.
Effective writing skills (including correct report format), and effective referencing skills (APA style) 20%	<p>Poorly written with errors in spelling, grammar.</p> <p>Demonstrates inconsistent use of good quality, credible and relevant research sources to support and develop ideas.</p> <p>There are mistakes in using the APA style.</p>	<p>Is written according to academic genre (e.g. with introduction, conclusion or summary) and has accurate spelling, grammar, sentence and paragraph construction.</p> <p>Demonstrates consistent use of credible and relevant research sources to support and develop ideas, but these are not always explicit or well developed.</p> <p>There are no mistakes in using the APA style.</p>	<p>Is well-written and adheres to the academic genre (e.g. with introduction, conclusion or summary).</p> <p>Demonstrates consistent use of high quality, credible and relevant research sources to support and develop appropriate arguments and statements. Shows evidence of reading beyond the key reading</p> <p>There are no mistakes in using the APA style.</p>	<p>Is very well-written and adheres to the academic genre.</p> <p>Consistently demonstrates expert use of good quality, credible and relevant research sources to support and develop appropriate arguments and statements. Shows evidence of reading beyond the key reading</p> <p>There are no mistakes in using the APA style.</p>	<p>Expertly written and adheres to the academic genre.</p> <p>Demonstrates expert use of high-quality, credible and relevant research sources to support and develop arguments and position statements.</p> <p>Shows extensive evidence of reading beyond the key reading</p> <p>There are no mistakes in using the APA Style.</p>