ASSESSMENT 3 BRIEF

Subject Code and Title	MGT502 Business Communication
Assessment	Instructional Presentation
Individual/Group	Individual
Length	5 minutes
Learning Outcomes	The Subject Learning Outcomes demonstrated by successful completion of the task below include: a) Apply research, academic and communication skills appropriate to the level of study and observe academic referencing requirements. c) Identify and apply effective communication methods within a business and academic environment. d) Evaluate the use and importance of technology within a business environment.
Submission	12 Week Delivery: Due by 11:55pm AEST/AEDT Sunday end of Module 6.1 (Week 11) Intensive class: Due by 11:55pm AEST/AEDT Sunday end of Module 6.1 (Week 6)
Weighting	20%
Total Marks	100 marks

Assessment Task

Prepare a 5-minute presentation identifying aspects of a topic given to you by the Learning Facilitator.

Please refer to the Instructions for details on how to complete this task.

Context

In this subject, the you have been introduced to the concepts of business communication and transferrable academic skills. This assessment requires you to have a well-formed view of effective business communication, the importance and use of technology, and to apply their communication skills to deliver a compelling speech. In addition, this assessment requires you to develop competencies in video and audio presentation techniques.

Instructions

1. Prepare a 5-minute presentation identifying aspects of a topic decided by the Learning Facilitator. Describe the aspects, provide examples and practical recommendations.

2. Your presentation should address the following questions, along with any other relevant points:
   - What does the topic look like?

- Which characteristics make it effective?
- How does the effectiveness affect the outcome?
- How can the use of technology improve communication?
- In an organisational environment, when would you likely use presentation skills?
- What is the main conclusion(s) of your presentation?

3. In the presentation, you are required to:
   - Introduce yourself
   - Describe aspects of the topic
   - Provide examples and practical recommendations on how to succeed. Please deliver your presentation in a compelling manner with clarity, conciseness, and concreteness
   - Provide a conclusion.
   - **Please use at least 4 in-text citations**.
   - **Include a reference list using APA 7th style on a separate page**

4. Preparing the presentation
   Face-to-face students should present their findings using 5-10 PowerPoint slides or Prezi.
   Online students may use visual aids in their video but should address the audience directly paying attention to audio quality, lighting quality, sincerity of presentation, clarity of your perspective, and overall impact. The presentation be in video format (mp4, MOV, etc.)

5. You are strongly advised to read the rubric, which is an evaluation guide with criteria for grading your assignment—this will give you a clear picture of what a successful presentation looks like.

Referencing
It is essential that you use appropriate APA style for citing and referencing research. Please see more information on referencing in the Academic Skills webpage.

Submission Instructions:
Face-to-face students
Facilitator to advise you the exact date of presentation (you will be required to present during week 11). You are expected to present to the class when directed to by the Learning Facilitator. You are also expected to be dressed and groomed professionally and to attend and fully participate while their colleagues are presenting.

Online Students
Submit the video presentation via **Assessment** link in the main navigation menu in MGT502 Business Communication by 11:55pm AEST/AEDT Sunday end of Module 6.1. The Learning Facilitator will provide feedback via the Grade Centre in the LMS portal. Feedback can be viewed in My Grades.

Academic Integrity
All students are responsible for ensuring that all work submitted is their own and is appropriately referenced and academically written according to the Academic Writing Guide. Students also need to have read and be aware of Torrens University Australia Academic Integrity Policy and Procedure and subsequent penalties for academic misconduct. These are viewable online.

Students also must keep a copy of all submitted material and any assessment drafts.

TORRENS UNIVERSITY AUSTRALIA

Assessment Rubric

Assessment Attributes	Fail (Yet to achieve minimum standard) 0-49%	Pass (Functional) 50-64%	Credit (Proficient) 65-74%	Distinction (Advanced) 75-84%	High Distinction (Exceptional) 85-100%
Knowledge and understanding (technical and theoretical knowledge) **Percentage for this criterion = 25%**	Limited understanding of required concepts and knowledge Key components of the assignment are not addressed.	Knowledge or understanding of the field or discipline. Resembles a recall or summary of key ideas. Often confuses assertion of personal opinion with information substantiated by evidence from the research/course materials.	Thorough knowledge or understanding of the field or discipline/s. Supports personal opinion and information substantiated by evidence from the research/course materials. Demonstrates a capacity to explain and apply relevant concepts.	Highly developed understanding of the field or discipline/s. 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.	A sophisticated understanding of the field or discipline/s. Systematically and critically discriminates between assertion of personal opinion and information substantiated by robust evidence from the research/course materials and extended reading. Mastery of concepts and application to new situations/further learning.
Analysis and application with synthesis of new knowledge **Percentage for this criterion = 25%**	Limited synthesis and analysis. Limited application/recommendations based upon analysis.	Demonstrated analysis and synthesis of new knowledge with application. Shows the ability to interpret relevant information and literature.	Well-developed analysis and synthesis with application of recommendations linked to analysis/synthesis.	Thoroughly developed and creative analysis and synthesis as well as justified recommendations linked to analysis/synthesis.	Highly sophisticated and creative analysis, synthesis of new with existing knowledge. Recommendations are clearly justified based on the analysis/synthesis. Applying knowledge to new situations/other cases.

Effective Communication **Percentage for this criterion = 50%**	Difficult to understand for audience, no logical/clear structure, poor flow of ideas, argument lacks supporting evidence. Audience cannot follow the line of reasoning.	Information, arguments and evidence are presented in a way that is not always clear and logical. Line of reasoning is often difficult to follow.	Information, arguments and evidence are well presented, mostly clear flow of ideas and arguments. Line of reasoning is easy to follow.	Information, arguments and evidence are very well presented; the presentation is logical, clear and well supported by evidence. Demonstrates analytical skills.	Expertly presented; the presentation is logical, persuasive, and well supported by evidence, demonstrating a clear flow of ideas and arguments. Engages and sustains audience's interest in the topic, demonstrates high levels of insight and analytical skills. Effective use of diverse presentation aids, including graphics and multi-media.