MMH299 Business Communication

PORTFOLIO C – SELF REFLECTION: Individual ePortfolio submission
DUE DATE: Sunday, 13th October 2013 at 11.59pm - electronic submission ONLY
TOTAL WORD LENGTH: 2,000 words (+/- 10%)
MARKS: 20 Marks = 20% of final unit score

INSTRUCTIONS
This is an individual assignment

You are required to create an individual self-reflection portfolio, which helps you learn from a particular experience. The experience will help you to make connections between what you are taught in theory and what you need to do in practice. The individual portfolio allows you to gain proficiency in different forms of communication, demonstrate a clear understanding how people and organisations communicate, as well as developing and reflecting upon the different types of communication.

If you see below there are a number of specified tasks that we would like you to complete over the coming weeks. Some of this relates to "your" own experiences with regard to what you did and what you have learnt, while there is also a requirement for you to demonstrate your understanding of various message types.

You are required to present your learning experiences using the CloudDeakin ePortfolio. ePortfolio is a personal portfolio tool that is used for storing, organizing, reflecting on and sharing items that represent your learning. Your ePortfolio reflection will also serve as a source of reference and evidence in the future, which you may show to a prospective employer.

The following quote explains why reflection is considered important to your learning.

*It is not sufficient simply to have an experience in order to learn. Without reflecting upon this experience it may quickly be forgotten, or its learning potential lost. It is from the feelings and thoughts emerging from this reflection that generalisations or concepts can be generated. And it is generalisations that allow new situations to be tackled effectively.* (Gibbs, 1988, p.8)

Your Task: (2,000 words in total)
Record your answers in your ePortfolio. Then post the link to your ePortfolio in the subject assignment Portfolio C dropbox.

Task 1: (4 marks) – 400 words
In your workshops (on-campus students during weeks 3, 6, 9 and 12), and eLive sessions (off-campus student), reflect upon and think critically about your experience, knowledge and skills with regard to:
- The team oral presentation; focus particularly on issues of teamwork, interpersonal and intercultural communication.

Task 2: (2 marks) – 200 words
- Portfolio A - Article Review
  Explain how you went about reviewing the article (what techniques did you use and
how successful were they). Also what did you learn from this assignment?

- **Portfolio A - Speech Review**
  Similarly, explain how you went about reviewing the speech (what techniques did you use and how successful where they). Also what did you learn from this assignment?

- Finally, very briefly comment on the difference between the techniques that you used for the Article and Speech review and explain how you would improve your reviewing skills

**Task 3:** (4 marks) – 400 words

**Portfolio B – Poster:** Explain how you went about researching and developing the poster (what techniques did you use and how successful were they). Also what did you learn from this assignment?

**Task 4:** (3 marks) – 300 words

Describe what steps, teamwork skills and personal knowledge helped you make your choice of team members in your team oral presentation.

**Task 5:** (3 marks) – 300 words

In what ways has your own personal knowledge, including interpersonal and intercultural communication skills, helped you make sense of the team experience?

**Task 6:** (4 marks) – 400 words

In completing your final assessment, Portfolio C:

1. Write a positive message addressed to the subject coordinator on what has helped you learn in this subject.
2. Write a negative message addressed to the subject coordinator on what has inhibited your learning in this subject.
3. Write a persuasive message addressed to the subject coordinator on what should be changed in this subject.
4. Provide details concerning areas where you need to improve your communication skills and how you will do this?

**PLEASE: ensure that you submit your ePortfolio - Self Reflection via the Portfolio C – Self Reflection Dropbox.**

At various points throughout the Trimester there are various task assigned that you will need to complete with regard to the self-reflection in the ePortfolio. There are two choices available to you:

- It is both preferred and recommended that you read the instructions carefully and complete the tasks as they occur. This will save you time and also allow you to build your portfolio over the Trimester
- The second option, although not recommended, is possible provided that you have access to the necessary information, is that you complete all of the tasks at the end of the Trimester. The reason that this is not recommended is there is a considerable amount of information that you will need to recall, and the tasks are quite time consuming

No matter which approach you decide to adopt, Portfolio C will need to be submitted on or before the deadline of Sunday 13th October at 11.59pm.
LEARNING SUPPORT

Writing Style Requirements

Various writing styles are used for assessment in the Faculty of Business and Law. To maximise your chances of academic success it is important that you understand what is required. The Division of Student Life website provides useful resources at www.deakin.edu.au/current-students/study-support/study-skills/ In particular, a booklet ‘Guide to assignment writing and referencing’ is available from http://www.deakin.edu.au/current-students/assets/resources/study-support/study-skills/assign-ref.pdf.

Referencing Requirements

Referencing is used to provide acknowledgment of sources of information, to avoid plagiarism, and is usually important for placing your work within a body of knowledge. Please see the section on Plagiarism above for some information regarding referencing, or the booklet ‘Guide to assignment writing and referencing’ mentioned in the previous section ‘Writing style requirements’. The following Library website provides a virtual tutorial on referencing and has an online quiz: www.deakin.edu.au/library/tutorials/smartsearcher/
The following Deakin Student Study Support weblinks will provide useful explanations and examples regarding how to reference and cite correctly.

• Deakin Division of Student Life ‘How to Reference Your Writing’
  http://www.deakin.edu.au/current-students/study-support/study-skills/handouts/refer-plag.php

• Deakin Division of Student Life: ‘Referencing using the author-date (Harvard) system’:
  http://www.deakin.edu.au/current-students/study-support/study-skills/handouts/authordate-harvard.php

NOTE:

Referencing using the Author-Date (Harvard) system

Entry in reference list: author-date (Harvard) style

Whether you summarise, paraphrase or quote, you should provide full details of each source in a reference list at the end of your paper.

The reference list should contain all the works cited in the paper and no works that are not cited. A work is listed only once in the reference list, regardless of how many times it is cited in text.

Here is an example of a reference text compiled according to the author-date (Harvard) style:

Morley-Warner, T 2001, Academic writing is...: a guide to writing in a university context, 2nd edn, CREA Publications, University of Technology Sydney, Lindfield, NSW.

Source: Deakin Study Support http://www.deakin.edu.au/current-students/study-support/study-skills/handouts/ideas.php

Plagiarism and Collusion

Plagiarism and collusion constitute extremely serious academic misconduct. They are forms of cheating, and severe penalties are associated with them, including cancellation of marks for a specific assignment, for a specific unit or even exclusion from the course. The University’s definitions of plagiarism and collusion are as follows:

• Plagiarism occurs when a student passes off as the student’s own work, or copies without acknowledgment of its authorship, the work of any other person.
• Collusion occurs when a student obtains the agreement of another person for a fraudulent purpose with the intent of obtaining an advantage in submitting an assignment or other work.
• You should note that the University views plagiarism and collusion very seriously and may impose serious penalties.
• The University’s policy on plagiarism and collusion sets out your responsibilities as a student in regard to plagiarism and collusion. Students are responsible for ensuring that:
  • They are familiar with the expected conventions of authorship and the appropriate use and acknowledgement of all forms of intellectual material relevant to their discipline.
  • Work submitted for assessment is their own.
  • They take all reasonable steps to ensure their work can not be accessed by others who might seek to submit it, in whole or in part, as their own.

Whenever you refer to another person’s research or ideas (either by directly quoting or by paraphrasing them), you must acknowledge your source. If you are ever in doubt about how to properly cite a reference, consult your lecturer or the academic skills website www.deakin.edu.au/current-students/study-support/study-skills/. The University policy of plagiarism and collusion is available from The Guide www.deakin.edu.au/theguide. Regulation 4.1(1)—Student Discipline also contains important information regarding academic misconduct.

Unauthorised Collaboration

Unauthorised collaboration is a form of collusion. It involves working with others with the intention of deceiving your markers about who actually completed the work. If you have collaborated with others in preparing an individual assessment item, you must disclose this to your lecturer. Assignments will sometimes be set as group work, but even in these cases generally you will still have to write up and submit your own report.

If you have any doubt as to what constitutes authorised or unauthorised collaboration, consult with your lecturer.

Penalties

The Assessment Panel or Faculty Academic Progress and Discipline Committee will impose a penalty on any student who is found to have committed an act of academic misconduct such as plagiarism, collusion, or unauthorised collaboration. These penalties can include:

• Allocate a zero mark or other appropriate mark for the unit or the assessment task
• Suspend from the course for up to 3 trimesters
• Exclude from the course for 2 trimesters or more
• Impose a fine of up to $500.00
• Additional/substitute actions:
  • Require an apology
  • Reprimand and caution the student
  • Allow resubmission an assessment task
  • Recommend counseling (on a voluntary basis)
• Unacceptable Activities

There are some activities that are never acceptable in the preparation of assignments at the tertiary level. Students who engage in any of the following activities create some doubt in the mind of the reader that the student’s work is original. Many of these activities leave the student open to charges of plagiarism. Students should never:

• Submit an assignment without providing a list of references used.
• Copy one or more sentences from a reference source (book, journal, web page, etc.) without formatting the material as a quotation.
• Use data in the form of numbers, tables, graphs, diagrams or other images without citing the source of the material.
• Use program source code, even if it is freely available in the public domain, without citing the source of the code.
• Take material from reference material and paraphrase it (write it in your own words) without citing the source of the material.
• Use an idea made by another person without citing the source of the idea.