

## SUBJECT REVIEW PROFORMA

Session: Autumn  
 Year: 2006  
 Subject Name: Business Communication  
 Subject Code: MGT110  
 Name of Subject Coordinator: Dr Derek Sequeira  
 Name(s) of other teaching staff involved in this review: NA

**1. Summarise the key conclusions you can draw from the responses to core items on your subject survey. How does the subject compare with others in your school and discipline? Are there particular characteristics of subject that need to be taken into account in making this comparison?**

Core item means

200640	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Core Mean	Response Rate	Total Students
School Mean	5.21	4.61	4.88	5.3	5.41	4.8	4.89	5.22	4.86	4.71	5.2	5.01	25%	
<u>MGT110_A_D</u>	5.65	5.45	5.3	5.3	5.55	5.3	5.2	5.55	5.45	5.3	5.6	5.42	44%	45

From the table above, the subject core means exceed those of the School in each of the 11 core items. Having said that, it must be remembered that there are subjects in the School that are traditionally perceived by students as more onerous and Business Communication would tend to have an advantage in that students are favourably disposed to its content. I would prefer to compare these core items with those for future sessions to ensure that some measure of improvement accrues.

**2. What feedback have you obtained from responses to your selected items from the item bank?**

Customised item means

	Item mean
Overall, I would recommend this subject to other students.	5.9
The academic staff member was generally available to students seeking advice about the subject.	5.79
Feedback on assignments was provided quickly enough to benefit me.	5.9
Assessment tasks contributed to my learning in the subject.	5.7
The academic staff member provided adequate time for me to complete my assessment tasks.	6.1
The academic staff member returned marked assignments in a reasonable time.	6.15
The EASTS system was helpful in submitting assignments.	6.15
The learning materials guided me well through my learning in the subject.	5.65
Getting access to the online forum in this subject was easy.	6.26
The subject forum made it easy for me to ask for help.	5.84

3. What other sources of information have you gathered on the strengths and weaknesses of this subject offering? ( Possible inclusions: Core items on student survey; responses to items chosen from item bank; student feedback comments; Harvard one minute papers; students' informal feedback; students' performance on assessment; students responses in face to face classes or on electronic forums; etc)

- Core items on student survey
- Responses to items chosen from item bank
- Comments made in online survey
- Students' informal feedback

**4. Identify key subject strengths as identified by this evidence.**

Core Item 1. I found this subject stimulated my learning. (Item mean 5.65)

Core Item 11. I have developed my capacity to communicate my ideas/knowledge in this area more effectively. (Item mean 5.60)

Customised items:

I am particularly pleased by high mean scores in the following customised items

Overall, I would recommend this subject to other students. *(This item is a strong predictor of student satisfaction)*

Feedback on assignments was provided quickly enough to benefit me. *(Students have scored this positively with is contrary to the School-wide trend in terms of timeliness of feedback on assignments)*

The academic staff member provided adequate time for me to complete my assessment tasks *(One contributor to higher ratings here could be the postings of helpful hints on assignment writing which helped get students started early and thus afford more time)*

The academic staff member returned marked assignments in a reasonable time. *(This was helped by making a very definitive commitment on the subject forum to get their feedback to them within 2 weeks from its receipt. This however did put additional pressure on me)*

The subject forum began well with high participation in response to 2 provocative ethical communication scenarios posted.

The lecturer's statement of expectation at the start of the session: *"I shall consider you managers in the making and shall treat you accordingly with the expectation that each of you will bring to the study of this subject a mind that is open to new and unconventional ideas and views, critical and analytical in the assessment of these ideas and, most importantly, reflective in the way you incorporate these ideas into building on your strengths and reducing your weaknesses."*

Please comment on aspects of this subject you found helpful to your learning (optional). Character limit is 1000 (Comments below taken *verbatim* from the online survey)

There are **9** comment(s) for this item.

1 *Lecturer was accessible, answered postings and emails promptly, allowed extensions and provided assignment help on forum. I withdrew from this subject for personal reasons and appreciated the lecturers offer of assistance, even though he is not my course co-ordinator and I had no prior contact with him.*

*The first assignment was returned quickly which enabled use of the feedback for the next task.*

*Much appreciated the effort and understanding of this lecturer.*

2 *The material provided insight into all aspects of business communication. I have done numerous 'work related' short courses in communication and none have been as informative and helpful in progressing my skills to a new level.*

3 *Derek has been an efficient facilitator of this subject and his passion for the subject is reflected in his teaching. He has been very dilligent in answering questions on the forum quickly and in detail . Also impressed at the speedy return of assignments plus the comments relevant to the assignment were helpful.*

4 *i have found this subject to be my best yet sending sample exams has been great*

5 *Good overall coverage of the topic for a baseline subject.*

6 *Assignment's were returned very very quickly (one week later) which was very pleaseing and beneficial! Thankyou!*

7 *I believe that D. Sequeira gave good guidelines for how to tackle the assignments. He would put helpful ideas for how to understand the question on the forum which were of great help.*

8 *Derek excellent job there was always appropriate feedback, sample exams etc. Also any queries i had were dealt with appropriatly and quickly.*

9 *I really enjoyed the second assignment (critique) because it gave us a chance to express our own views as well as addressing the question. This was much more enjoyable than the essay.*

5. What aspects of the subject could be improved?

Core Item 7. I received enough feedback to understand how my performance was being judged against the assessment criteria. (Item mean 5.20)

There was some dissatisfaction with the assessment criteria for assignment 2: Critique of Readings, where it was felt that 2 of the criteria could have been combined into a single one. This was a valid point.

The handling of the topic on Inductive and Deductive Reasoning in Communication. Students saw little practical value in the topic when compared with other topics. Attempts to justify its inclusion met with little success. Do they find it a more difficult topic to fully grasp or do they find it boring? Perhaps it's a bit of both.

Please comment on aspects of the subject you would like to see changed (optional). Character limit is 1000 (Comments below taken *verbatim* from the online survey)

There are **8** comment(s) for this item.

- 1 *More contributions by the students, it is difficult to make it compulsory as that is why some choose distance ed. so they work at their own pace.*
- 2 *Nil. This was the most practical subject and well supported course I have done since being a DE student. Derek appears highly organised, feedback is insightful as well as expedient and overall an enjoyable topic.*
- 3 *My last assignment wasn't marked properly, the marker just gave up and gave me 17 1/2. I spoke to a fellow student who gets HD, and she said that I should have got more. She said because I didn't put it under headings that they wanted, I was marked badly. But if you want things under particular headings, why don't you just say so? Am I psychic? NO!*
- 4 *Serious need to improve the copy quality of material provided. At times I could not read the print!!! Very poor for a communication subject*  
*I know how lecturers want us to write in 12 font and double spaced, I think that this should also include our modules, some of the texts are terrible to read gives you a headache and just makes you not want to read it.*
- 5 *The assignment that was a critique of readings should have given us more info on HOW to critique a reading. If you have never done a critique before it is difficult to understand what the actual aim is. A sample of a critique or a discription of a good one would have been of great help.*
- 6 *Perhaps a summary which outlines the topics to focus on. As it is a distance subject it is hard to coneptionaly piece together the subject as a whole and as there is not someone teaching it, there is no emphasis on particular areas. Overall very well done*
- 7 *learning material could be modified to include the most relevent information. some of the content was poorly written for learning purposes.*
- 8 *I would have liked a text book assigned to this subject rather than just having the study guide.*

**6. What changes to the subject are planned as a result of this review? (You may want to include decisions on the items that you plan to use from the item bank at the next offering.)**

Modify the assessment criteria for assignment 2.

Identify 3 best websites on Inductive and Deductive Reasoning and provide the links to students. The sites must have clear examples of the various types of logical reasoning as well as examples of logical fallacies. Post a quiz on types of reasoning on the subject forum. Post answers after a week and encourage discussion on results. Were there any items most got wrong? Why?

**7. What resources are required to undertake these actions?**

NA

**8. Additional comments/questions.**

NA

Signature of Subject Co-ordinator:

Date: