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ASSESSMENT BRIEF 2B	
Subject Code and Title	BIZ101: Business Communications
Assessment	Report
Individual/Group	Individual
Length	1,200 words (+/- 10%)
Learning Outcomes	This assessment addresses the following subject learning outcomes: a) Demonstrate academic skills appropriate to the level of study. b) Demonstrate research skills and referencing 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 and academic environment. e) Evaluate the use and importance of technology in presenting business communication.
Submission	By 11:55pm AEST/AEDT Sunday of Module 5 (Week 10) For Intensive (6 week) class: by 11:55pm AEST/AEDT Sunday Week 5
Weighting	35%
Total Marks	100 marks

Context

In Assessment 2A you chose a topic to research, decided on the content and structure of your report, and analysed several sources of credible information about your topic. In Assessment 2B you will write the report.

Instructions

Follow the report structure that you studied in Module 2 and review the marking rubric below. It is expected that you will demonstrate in your report:

- a comprehensive understanding of the topic you have chosen
- evidence of research and application of reliable and relevant evidence
- critical analysis and the ability to develop coherent arguments
- effective communication in the form of professional writing skills, presented in a report format
- effective referencing skills (APA style)

Submitting Your Assessment



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



Learning Rubrics

Assessment Attributes	Fail (Unacceptable) (0-49%)	Pass (Functional) (50-64%)	Credit (Proficient) (65-74%)	Distinction (Advanced) (75-84%)
Writing 50	The report is primarily descriptive, has very little or no business style and the meaning is frequently unclear. To improve you need to demonstrate basic business knowledge by further research.	The report writing generally demonstrates some business style and demonstrates a reasonable ability to discuss the topic. To improve you need to show further research and document evidence.	The report shows a reasonable understanding of business style and demonstrates a sound ability to discuss the topic. To improve you can show further analysis of the topic.	This report shows a high level of business style and a good level of analysis of the topic. You have provided insightful and original ideas.
Report Structure 30	Ideas and information are not organised according to sections expected in the report.	The information is partly categorised into report sections, however this needs improving.	The information has been structured but would be made clearer with better organisation.	The organisation and formatting of the report is very clear and easy to read.
Referencing 20	There are consistent mistakes in using the APA style for referencing.	There are some mistakes in using the APA style for referencing.	There are minimal mistakes in using the APA style for referencing.	There are no mistakes in using the APA style for referencing.



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