**BIZ101 BUSINESS COMMUNICATIONS**

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**TASK 1: ACADEMIC INTEGRITY**

It has been a pleasure to be your mentor at Torrens University Australia. As you will sit for the exams soon in your first semester, in order to help you thoroughly prepare and achieve academic success, I would like to share with you about the academic integrity and why it is vital for you to be fully aware of our school policy as well as the penalties for violation. Many students may break the academic integrity policy without realizing it. For instance, when you exchange the notes with your classmates during the exam, you are violating the academic integrity policy. Therefore, it is critical for you to understand this matter thoroughly.

First of all, academic integrity refers to “the embodiment of the values of honesty, trust, fairness, respect and responsibility in scholarship” (Torrens University Australia, 2019). Act of misconduct includes plagiarism, cheating in examinations, collusion, ghostwriting, to name a few. Fostering academic integrity is essential because it means others can trust you, and your degree is valuable. Building trust is the foundation of a successful leader in every industry and expertise. Without trust, you would not go far in your career. Furthermore, if anyone can cheat on the academic result, the academic degree will become insignificant and redundant in the labour market.

Secondly, one should know the consequences of misconduct behaviours. In our school, a breach of academic integrity can lead to penalties depending on the severity of the misconduct behaviours. For first-time violation, the student may need to retake the exam or submit new work, subject to a downgrade on the mark, or final grade. For second and significant breach of academic integrity, a student may be failed in the subject, being put in probation period up to two years, or even being expelled from the university.

In brief, when you value the integrity in the academic setting, you practice building trust with other people and make your education valuable to build new knowledge. Trust and knowledge will eventually help you succeed in both professional and personal life.

**TASK 2: ACHIEVING ACADEMIC SUCCESS**

The Kolb learning model provides an excellent framework to define nine learning styles including experiencing, imagining, reflecting, analyzing, thinking, deciding, acting, initiating, and balancing (Peterson, K. & Kolb, D., 2017). My self-assessment shows that my learning style is “analyzing” style. I am more effective in learning when I can organize the information into a structure or pattern. According to Kolb, the analyzing style is a combination of thinking and reflecting, so I prefer to work independently than in a group. My weakness is the tendency to micro-manage the project or missing the big picture.

Apart from understanding the learning style, I should improve my time management skill. I often feel overwhelmed because I could not find enough time to read all the required readings in class. From now on, I will self-monitor my time to adjust the time for every subject equally, rather than paying too much time for a specific class. For reading, I would read for the main points and read all the required text, instead of spending time in one reading and skipping other articles.

Lastly, critical thinking is important to achieve academic success. As a student, I can improve my critical thinking by identifying the problems, finding a solution, and researching alternative solutions to fix problems. For example, when I struggle with time management, I need to identify the unnecessary activities that I spend most of my time to avoid. The alternative option is to limit my time for each activity so that I can do all activities with a lesser time spending for each task.

**TASK 3: MODEL OF BUSINESS COMMUNICATION**

The linear communication model describes communication as a one-way process from the sender to the receiver (Ashman, 2018). An example of this model is the radio message. On the other hand, the interactive model of communication is the two-way process between sending the message and receiving feedback (Ashman, 2018). The interactive model considers the physical and psychological context into account. An example of this model is a job interview. Such factors as the room temperature, the number of interviewers, how comfortable are you in the room can influence the effectiveness of the communications between the interviewer and interviewee.

Understanding the above model of communications is critical to make communications successful. In the model 1, when the sender cannot receive the feedback from the receiver, the sender needs to focus on the message content so that it can be relevant and appealing to the audience without knowing their constant feedback. TV Commercial is a great example of creating an appealing message. In model 2, communication is a two-way process, and successful communication depends on the interaction between the speaker and the audience. In social media, for instance, the advertiser should aim to engage with the audience, rather than focusing on the static message.

Model 1’s barrier is the noise which may prevent the receiver from getting the message from the sender. To address the noise, the sender such as radio needs to ensure the stable signal, and physical equipment is working properly. In Model 2, the psychological and physical context can influence the interaction between two sides in communications, thus could become a barrier.

# References

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