

My Favorite Assignment Montreal 2011/BCQ 2012 Business Communication Quarterly Author's Template

1. Title 'Poster Presentations as a tool to teach Business Communication'

2. Genre - Poster display, individual assessment, whole class participation

3. Author's name – Dr Swapna Koshy

4. Affiliation – University of Wollongong in Dubai, UAE

5. Brief overview of assignment (50 to 150 words) In each tutorial around 10 students were to present posters on different topics related to the course. Students had to use bullet points and graphics wherever possible improving skills in summarizing, critical analysis and discouraging plagiarism. Presenters were encouraged to respond to questions from the non-presenting students and not to summarise their poster. This created opportunities for communication for all students, in-depth discussions of the topics presented and involvement of the whole class. The lecturer could assess students individually and give instant feedback even when the lecture cohort had several hundred students. In the last lecture of the session selected posters were presented to the whole lecture group and to the university community and guests. Students learned soft skills and etiquette in the process. Guests were given the opportunity to choose their favorite poster and award a best poster certificate making it a community activity.

6. Target learners (e.g. Year in school; executive education) – Under graduate students mainly those in first year

7. Learning objectives (e.g. Two or three maximum of one sentence) - Develop skills in finding, organizing and presenting ideas orally and in writing;

8. Time to complete the assignment – Around 6 weeks

9. Materials, equipment, special considerations (Short list) - A 10 size posters in any

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10. Evaluating outcomes/grading (Measures of objectives) - Content, Display, Oral presentation, Time management

11. Author's bio (50 word maximum *not* including the text below)

Dr Swapna Koshy is an award winning teacher and researcher involved in developing communication skills among young adults. Her innovations and creativity have developed the Business Communication course at UOWD into a wholesome experience that prepares students with work and life skills. She is actively involved in communication enhancement projects including an annual national speaking competition for university students.

Address correspondence to AUTHOR's NAME, INSTITUTION, STREET ADDRESS, CITY, ST, ZIP; E-MAIL ADDRESS.

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12. Support materials (to be posted on webpage) Check all you'll provide:

- ✓ Instructions to students
- Stimulus and exercise materials
- ✓ Slides
- ✓ Grading rubrics
- FAQ's
- ✓ Sample student work product
- Other _____