

University of the Punjab, Lahore

Hailey College of Banking & Finance

Course Outline

(Core Course / Auxiliary Course /Special Course)

Program	BBA	Course Instructor	
Years/Semester		Email	
Name of the Course	Business Correspondence & Report Writing		
Course No.	BHBF304		
Credit Hours	3		
Prerequisites	N/A		
Follow Up	--		
Category	Core Course		
Course Description	The course covers the contents from English writing & reading that are more relevant to business communication. It particularly focuses on clear, logical and precise oral and written communication. Foreign exchange & Risk Management		
Learning Objectives	The course provides in-depth working knowledge of the foreign exchange products and market environment. Students aim to understand the principal functions and characteristics of the foreign exchange market and its related instruments from both a hedging and trading point of view.		
Syllabus Before Mid-Term Examinations			
WEEK 01	<ul style="list-style-type: none">➤ Language description; Use of dictionary for pronunciation spelling & meaning➤ Fundamentals of Grammar & Usage		
WEEK 02	<ul style="list-style-type: none">➤ Understanding the Foundations of Business Communication➤ The seven C's of Effective Business Communication		

WEEK 03	<ul style="list-style-type: none"> ➤ Communication in Teams ➤ Business Communication in Global, Ethical & Technological context
WEEK 04	<ul style="list-style-type: none"> ➤ Applying three steps writing process ➤ Message Design: Planning, Writing & Completing
WEEK 05	<ul style="list-style-type: none"> ➤ Writing Letters, Memos, E-mail, and other Brief Messages ➤ Writing Routine, Goods News and Goodwill Messages
WEEK 06	<ul style="list-style-type: none"> ➤ Writing Bad-News Messages ➤ Writing Persuasive Messages
WEEK 07	<ul style="list-style-type: none"> ➤ Finding, Evaluating and Processing Information ➤ Communicating Information Through Visuals
WEEK 08	<ul style="list-style-type: none"> ➤ Short and Long Reports and Proposals ➤ Planning Business Reports and Proposals
Syllabus After Mid-Term Examinations	
WEEK 09	<ul style="list-style-type: none"> ➤ Writing Business Reports and Proposals <p>Completing Business Reports and Proposals</p>
WEEK 10	<ul style="list-style-type: none"> ➤ Strategies for Oral Communication ➤ Designing and Delivering Oral Presentations ➤ Planning, Writing and completing Oral Presentations <p>Enhance your oral presentations with electronic slide shows and overhead Transparencies</p>
WEEK 11	<ul style="list-style-type: none"> ➤ Searching for Employment: the job application process ➤ Writing Resume and Application Letters <p>Writing Employment Messages and Interviewing for jobs and following up.</p>

WEEK 12		Presentations			
WEEK 13		Presentations			
WEEK 14		Presentations			
WEEK 15		Presentations			
WEEK 16		Presentations			
Text Books		<p>4. Business Communication Today by Bovee Thill Schatzman</p> <p>5. Effective Business Communication by Murphy</p> <p>3. Advanced Grammar in USE. A self –study reference and Practice book for Advanced Learners of English by Martin Hewings</p>			
Reference Material		<p>1. English for Business, A Functional Approach by J. Chilver</p> <p>2. Practical English Usage by Michal Swan</p> <p>3. A Practical English Grammar by A.J Thomson & A.V. Martinet.</p> <p>4. Basic Business English by Robert E. Barry</p> <p>5. The Mayfield Handbook for Technical Writing http://web.mit.edu/odsue/wac/engineering/Mayfield/toc.html</p>			
Instructional Aids/Resources		<ul style="list-style-type: none"> • Smart Projector • Video Lectures • Online Case Study Database Access (Harvard) • Turnitin 			
Teaching strategies		Participatory lectures, assignments, workshop sessions, presentations, term papers			
Assessment	Marks in %	Sessional	Mid	Final	Total 100%
		25	35	40	100
Governing Rules		<ul style="list-style-type: none"> • There will be a closed-book mid-term exam (minimum duration 1 hour) and final-term exam (minimum duration 1.5 hours) in which material from lectures, assigned readings/handouts, and the textbook will be covered. The exams will test your understanding of the course material and your ability to apply the concepts learned. • Prior Preparation, Regular Attendance, and Professional Participation in all classes is expected and rewarded. Come to the Class prepared to lead the class discussion for analytical interpretations, alternative strategies, and persuasive solutions. 			
Attendance Requirements		<ul style="list-style-type: none"> • Students failing to maintain a minimum attendance of 75% will not be allowed to sit in Exams <p>It is strongly recommended that students attend every class session.</p>			