

<b>Course Title</b>	<b>Communication and Presentation Skills</b>
<b>Course Code</b>	<b>GE-164</b>
<b>Credit Hours</b>	3
<b>Category</b>	General Education
<b>Prerequisite</b>	None
<b>Co-Requisite</b>	None
<b>Follow-up</b>	None
<b>Course Description</b>	<p><b>Communication:</b> Defining Communication, Effective Communication, Perspectives in Communication skills, Organizational Communication, Communication across culture, Nonverbal communication, Communication Styles. Forms of Written Communication; Memos; Good News and Neutral Messages; Bad News Messages; Basic listening skills, Impromptu Presentation, The seven Cs of effective communication, Communication and Technology, Working in Groups, Communication Instruments: choice of visual aids, Making Oral Presentations, Strategies for Successful Interpersonal Communication, Strategies for Successful Business and Group Meetings, Effective Written Communication, Appearance and design of business messages, Process of Preparing Effective Business Messages; Organizing and Finalizing Reports/ Proposals. <b>Special Topics in Business Communication:</b> Business Letters; Proposals and Business Plans; Writing Proposals and Reports; Short Reports; Long Formal Reports; Specification Documents; Review of Language; Writing Technical Research Reports; Documentation and Research Citation; Job Application and Resumes.</p>
<b>Text Book(s)</b>	<ol style="list-style-type: none"> <li>1. Herta A. Murphy, Herbert W. Hildebrandt and Jane P. Thomas, Effective Business Communication, 7<sup>th</sup> Edition, McGraw Hill India, 2008, ISBN-13: 978-0070187757</li> <li>2. Courtland L. Bovee, John V. Thill, Business Communication Today, 12<sup>th</sup> Edition, Prentice Hall, 2013, ISBN-13: 978-0132971294</li> </ol>
<b>Reference Material</b>	<ol style="list-style-type: none"> <li>1. D. O'Hair, J. S. O'Rourke, M.J. O'Hair, Business Communication: A Framework for Success, 1<sup>st</sup> Edition, Cengage Learning, 2000, ISBN-13: 978-0324073508</li> <li>2. J. M. Penrose, R. W. Rasberry, R. J. Myers, Advance Business Communication, 4<sup>th</sup> Edition, South-Western Publishers, 2000, ISBN-13: 978-0324037395</li> </ol>