

Major/Disciplinary Courses

Program	BS Business Education
Semester	5 TH
Credit Hours	3
Pre-requisite	None
Course Title	BSBE 301 Business Communication
Introduction	The Course is designed to introduce to the students of the Essentials of Speech Communication. Hence this course focuses on the topic of Public Speaking. The aim of this course is to develop effective oral communication skills.
Learning Outcome	By the end of this course, it is expected that the student will be able to: <ol style="list-style-type: none"> 1. Speak objectively 2. Develop oral presentation 3. Listen with a purpose 4. Speak persuasively 5. Decipher verbal and non-verbal messages 6. Develop and maintain the sense of confidence and self-worth 7. Objective participation in meetings 8. Develop skills to face media
Course Content	<ul style="list-style-type: none"> • Introduction to oral communication • Forms of oral communication • Importance of oral communication • Analyze your organization and Environment • Oral and written communication : a comparison • Planning steps of a Message / Speech • Barriers in oral communication • Oral communication in business • Oral communication in practice • Persuasive Speaking • Visual Aids • Line graphs-Bar graphs • Pie charts etc • Transparencies • Usage of over-head Projectors and AV AIDS etc. • Planning and Conducting an Interview • Objective usage of telephone • Dictating, Importance of dictation • Importance and procedure of note – making • Oral Communication in committee • Meetings, symposia/workshops • Oral communication in e-mail and on internet

	<ul style="list-style-type: none"> • Group discussion /panel discussion /role of moderator • Facing media • Communication in personal selling • Report writing and presentation • How to make presentation/ control of stage fright, general guidance and allocation of topics to students • Knowing and analyzing audience • Motivating your audience • Character and Personality traits of audience • Internal and External audience • Scripted Speech • Planning your Speech • Choosing the right language • Body Posture, Body Language, Proximity to audience • Panel discussion and Role Play • Picture Talk • Discussion on a TV/Film Scene • Debate/Presentation 										
References	<p>Bovee, L.C., Thill, J. (2016) <i>Business Communications Essentials</i>, Prentice Hall.</p> <p>Sillar, S. (1988) <i>Success in Communication</i>, Jhon Murray Publishers</p> <p>Murphy &Hilderbrant (1991) <i>Effective Business Communication</i>. McGraw-Hill</p> <p>Raymond V. Lesikar (1996) <i>Business Communication</i>. Richard D. Irwin, Inc.</p> <p>Bovee&Thill (1995) <i>Business Communication Today</i>. McGraw-Hill</p> <p>Shirley Taylor (1994) <i>Communication for Business-A Practical Approach</i>. Pitman Publishing</p>										
Teaching/ Learning Strategies	<p>Lecture</p> <p>Multimedia presentations</p> <p>Cooperative Learning</p> <p>Non-credit workshops and seminars.</p> <p>Active Learning</p>										
Evaluation Criteria	<p>Course Evaluation</p> <table style="margin-left: auto; margin-right: auto;"> <tr> <td>Assignments</td> <td style="text-align: right;">20</td> </tr> <tr> <td>Mid Semester Test</td> <td style="text-align: right;">25</td> </tr> <tr> <td>Final Project</td> <td style="text-align: right;">15</td> </tr> <tr> <td>Final Test</td> <td style="text-align: right;">40</td> </tr> <tr> <td>Total</td> <td style="text-align: right;">100</td> </tr> </table>	Assignments	20	Mid Semester Test	25	Final Project	15	Final Test	40	Total	100
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