Course Title: Business Communication

Course Code: BSAF-113   **03 Credit Hours**
BS Accounting and Finance   **Semester-02**

Course Objectives:

The purpose of this course is to empower the students with personal, professional and managerial skills. The dynamic nature of topics covered will enhance their abilities to monitor the effect of internal and external factors and to regulate them. The student will be able to make the best use of not only of his own skills but also of others working with him. The course will not only provide training for managing time and stress effectively but also of working with others effectively while avoiding conflict. Another important element of this course is that it improves the presentation skills of the students through practical implication. After going through the presentations phase the student will not only be able to improve his verbal but also non-verbal communication.

Prerequisites:

The course requires the basic knowledge of working with others and the requirement of the skills that a person possesses while fulfilling the organizational obligations.

Text Books:
- Interpersonal Skills and Organizations Suzanne
- Interpersonal Skills at Work John Hayes

Additional Resources:
- Great interpersonal Skills Michael A. Sommers
- Interpersonal Skills Bob Wright

Teaching Methods: Lectures, discussions, presentations, quiz and assignments

Assessment: Mid Term Examination 35%, Sessional Marks (Quiz, Assignments, Projects, Presentations, Attendance, Class Participations, Behavior), Final Term Examination 50% (As per the uniform policy by University of the Punjab for all

semester based programs.)
Outline
CHAPTER 1 : JOURNEY INTO SELF-AWARENESS
- What is self-awareness?
- Benefits of self-awareness
- How to gain self-awareness
- Self-analysis
  - Behavior
    - Motivation
    - Modes of thinking
    - Modes of acting
    - Modes of interacting
  - Personality
    - Extroversion
    - Agreeableness
    - Emotional Stability
    - Conscientiousness
    - Openness to Experiences
  - Self-monitoring
  - Attitudes
  - Perceptions
    - Stereotyping
    - Selective Perception
    - Projection
    - Expectation
    - Interest
  - Attribution Theory
    - Self-serving Bias
    - Fundamental Attribution Error
- Other's Perception
- Self-disclosure
- Diverse Experience

CHAPTER 2: SELF-DISCLOSURE AND TRUST
- What is self-disclosure?
- Benefits of Self-disclosure
- Fears Associated with self-disclosure
- Some Guidelines for Self-disclosure
- The Role of Self-disclosure in increasing Self-awareness
- What is Trust?
  - Integrity
  - Competence
  - Consistency
  - Loyalty

- ➢ Selective Perception
- ➢ Expectation
- ➢ Projection
- ➢ Interest

- • Characteristics of Active Listening
- • Nonverbal Communication
  - ➢ Kinesics
  - ➢ Para-language
  - ➢ Environment
  - ➢ Chronemics
  - ➢ Proxemics
  - ➢ Haptic

CHAPTER 6: CONVEYNG VERBAL MESSAGES

- • What is communication?
- • The communication channel
- • Effective media selection
- • Information richness and media selection
- • Barriers to Communication
  - ➢ Information overload
  - ➢ Time
  - ➢ Filtering
  - ➢ Emotions
  - ▪ Message Congruency
- • Types of Communication
  - ➢ Passive Communication
  - ➢ Aggressive Communication
  - ➢ Assertive Communication
    - ▪ How To Communicate Assertively
    - ▪ Taking Responsibility

And "I"Messages CHAPTER 7:
NEGOTIATION

- • What Is Negotiation And Why Is It Important?
- • Why Do We Negotiate?
- • Benefits of Honing Negotiation Skills
- • Integrative and Distributive Bargaining Strategies
- • Five Stages of Negotiating
- • Strategies for Negotiating Effectively
  - ➢ Scripting
  - ➢ Framing
  - ➢ Managing
- • Additional Tips for Effective Negotiating