

Hailey College of Commerce
University of the Punjab, Lahore
Course Outline

Course Title: Business Communication

Course Code: BSAF-113
BS Accounting and Finance

03 Credit Hours
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

- Openness
- Personal Trust Builders
- The Role of Trust in Organizations
- Organizational Trust Builders
- Ten Managerial Tips for Developing Trust

CHAPTER 3: ESTABLISHING GOALS AND IDENTIFYING VALUES

- What is Goal Setting?
- Why is Goal Setting Important?
- Key Behaviors for Effective Goal Setting
- Clarifying Values
 - Instrumental Values
 - Terminal Values
 - Tangible Values
 - Intangible Values
- Writing Effective Goals
- “SMART” Goal Writing
- Goal Setting Strategies

CHAPTER 4: SELF-MANAGEMENT

- What are Time and Stress Management and Why Are They Important?
 - Time Management
 - Stress Management
- Why Is Management of Our Time and Our Response to Stress Important?
- Strategies for Time and Stress Management
 - Time Management Strategies
 - Stress Management Issues
 - Types of Stress
 - Responses to Stress
 - Organizational Responses to Stress
 - How to Manage Stress?
- Overcoming Fear of Failure
- The Role of Emotional Intelligence
- Emotional Intelligence and Work Place Performance
- The Manager’s Role in EQ

CHAPTER 5: THE IMPORTANCE AND SKILL OF LISTENING

- What is listening?
 - Passive Listening
 - Attentive Listening
 - Active Listening
- The Importance of Active Listening
- Active Listening and Organizations
- Barriers to Active Listening
 - Stereotyping

- 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

- Special Situations in Negotiations
 - Third Party Negotiations
 - Global Negotiations

CHAPTER 8: BUILDING TEAMS AND WORKGROUPS

- What Is Team Work
- Why Teams?
- Potential Limitations of Teams
- Types of Teams
- Team Developmental Stages
 - Forming
 - Storming
 - Norming
 - Performing
 - Adjourning
- Characteristics of High Performance Teams
- Tips for Effective Teams
- Why Teams Fail?

CHAPTER 9: MANAGING CONFLICT

- What Is Conflict?
- Why Is Conflict Management Important?
- Sources of Interpersonal Conflict
- Limited Resources
- Differences in Goals/Objectives
- Miscommunication
- Differing Attitudes, Values, and Perceptions
- Style Differences
- Conflict Management Strategies
- Conflict Prevention Techniques

CHAPTER 10: ACHIEVING BUSINESS RESULTS THROUGH EFFECTIVE MEETINGS

- The Importance and Benefits of Meetings
- Problems with Meetings
- Strategies for Effective Meetings
 - Before The Meeting
 - Clarify the Purpose of The Meeting
 - Decide Who Should Participate In the Meeting
 - Develop a Plan for The Meeting
 - During The Meeting
- Pay Attention to Process
- After The Meeting and Between Meetings