HAILEY COLLEGE OF COMMERCE
UNIVERSITY OF THE PUNJAB, LAHORE

Course Title: Business Communication

Course Code: BEC-113   Credit Hours: 03

Program: BS E- Commerce   Semester: 01

1.0 Introduction of the Course (100-150 words)

Communication is an important aspect of everyday life. In business settings, effective communication is very important to deal with variety of stakeholders including employees, customers, suppliers, shareholders, and regulators. This course provides a solid foundation for students to learn modes and etiquettes of communication in modern businesses.

2.0 Pre-Requisites Course (s) or Other Requirements/Skills:

BEC-111 Functional English

3.0 Course Learning Outcomes

1. Understanding importance of effective communication in business
2. Learning and practicing different aspects of business communication
3. Learning to use different modes of business communication
4. Learning to communicate effectively in various business situations

5.0 Course Contents:

Unit-I: Business Communication

1.1 Nature, scope, and importance of business communication

1.2 Goals, patterns, and channels of business communication

Unit-II: Communication Process

2.1 Components of communication process – Context, sender, message, medium, recipient, and feedback

2.2 Information needs of the organization, its sources, levels, and usefulness

2.3 Barriers to effective communication

2.4 Methods of business communication and their appropriate mediums

2.5 Types of communication networks and their influence on communication process

Unit-III: Interpersonal Communication

3.1 Nature and importance of intrapersonal communication

3.2 Basic aspects of intrapersonal communication: self-concept, perception, expectation, etc.

3.3 Axioms and purpose of interpersonal communication

3.4 Roles of stereotypes in communication process

3.5 Resolve conflict in intercultural relationships through effective communication

3.6 Means to improve interpersonal skills

3.7 Role of ethics in interpersonal communication

Unit-IV: Critical Thinking

4.1 Creative thinking vs. critical thinking

4.2 Critical thinking and effective communication

Unit-V: Non-Verbal Communication

5.1 Importance and value of non-verbal communication

5.2 Using non-verbal communication

     5.2.1 Facial expressions

     5.2.2 Posture and gestures

     5.2.3 Eye contact

     5.2.4 Voice – Pitch and tone

     5.2.5 Touch

Unit-VI: Verbal Communication

6.1 Importance and value of verbal communication

6.2 Modes of verbal communication – Oral and written communication, speaking vs. listening skills

6.3 Forms of oral communications

     6.3.1 Face to face communication

     6.3.2 Interviews

     6.3.3 Telephonic conversation

     6.3.4 Grapevine

     6.3.5 Negotiation

     6.3.6 Meeting

     6.3.7 Lecture

     6.3.8 Speech

6.4 Conflict resolution – skill and approach

6.5 Public speaking - preparation and delivery of speech

6.6 Importance of listening in business communication

6.7 Barriers to effective listening

Unit-VII: Visual Communication

7.1 Nature and value of visual communication

7.2 Functions of visual communication

7.3 Tools for visual communication

Unit-VIII: Written Communication

8.1 Nature and scope of written communication in business settings

8.2 Types of written communications – Letters, circulars, applications, and memos

8.3 Qualities of a good letter, memo, or circular

8.4 Business letters

      8.4.1 Purpose and scope of business letter

      8.4.2 Components of a business letter

      8.4.3 Salient features of persuasive letters and circulars

      8.4.4 Writing different types of business letters

8.5 Business reports

      8.5.1 Purpose and scope of business report

      8.5.2 Contents of business report

      8.5.3 Types of business reports and their contents

      8.5.4 Writing a business report

Unit-IX: Digital and Online Communication

9.1 Website

      9.1.1 Nature, scope, and value of website in business communication

      9.1.2 Features of a good website

      9.1.3 Web hosting types

9.2 Email

      9.2.1 Nature, scope and usefulness of email in business communication

      9.2.2 Features of a good email communication

      9.2.3 Language of formal email

      9.2.4 Writing and reply to emails

9.3 Other modes of electronic communication

      9.3.1 Social networking websites – nature, scope and usefulness in business communication

      9.3.2 Forums – nature, scope and usefulness in business communication

      9.3.3 Blogs – nature, scope and usefulness in business communication

      9.3.4 Podcasts – nature, scope and usefulness in business communication

      9.3.5 Discussion boards – nature, scope and usefulness in business communication

      9.3.6 Messaging – nature, scope and usefulness in business communication

      9.3.7 Video conferencing – nature, scope and usefulness in business

communication

9.3.8 Pros, cons, and limitations of different modes of electronic communication

6.0 Teaching-Learning Strategies

Lectures, discussions, presentations, quiz & assignments

7.0 Assignments- Types and Number with calendar

8.0 Assessment and Examinations: As per University Rules

9.0 Textbooks

In the detail course outline, one may mention chapters of the textbook with the content topic(s).

1. AFC-02 Business Communication – Study Text by ICAP