

University of the Punjab

Course Outlines

Associated Degree in Commerce (Specialization in Accounting & Finance)

Semester	2		
Course Name	Business Communication and Report Writing		
Course Code	ADC315		
Credit Hours	3		
Prerequisites	The course requires the basic knowledge of working with others and of the skills that a person possesses while fulfilling the organizational obligations.		
Follow Up	If any required		
Objectives to achieve	<ul style="list-style-type: none"> • To make the students able to compose different types of Business messages effectively according to the need of time • Develop writing skills to convey a credible message • Compose concise messages using a structured writing process • Adapt your writing to your audience's needs • Fine-tune language to improve persuasiveness and impact • Enhance email communication by creating clear messages 		
Teaching Strategies	<ol style="list-style-type: none"> i. Lectures ii. Hand outs iii. Group discussions iv. Class-room presentations v. Projects and term paper vi. Quizzes vii. Case study, reading assignment 		
Assessment Criteria	Mid-term (Assessment by respective College)		Final Examination (Assessment by University of the Punjab)
	40 %		60 %
	Quizzes and Tests, Assignment and Presentations, Viva, Attendance, Class Participations and discipline etc.	Written Paper	Written Paper

Weekly Lecture Plan/Syllabus

Week	Topic	Detail
1	Why Good Business Writing Matters.	<ul style="list-style-type: none"> i. Students will learn about the key benefits of communication for business. ii. They will also learn different strategies to increase business effectiveness. iii. Identifying key communication problems and the ways to improve them will be a part of this week's learning.
2	Supporting Business Objectives	<ul style="list-style-type: none"> i. The students will learn to enhance the benefits to the writer ii. Highlighting business objectives will help enhancing the professional image iii. Effective writing will help improving career choice
3	The Business Writing Process	<ul style="list-style-type: none"> i. Students will learn breaking writing down into a clear process ii. Students will learn scheduling tasks for completion
4	Planning for Your Audience	<ul style="list-style-type: none"> i. Students will learn to adapt their messages to audience needs. ii. Students will learn to contextualize their writing according to the requirement. iii. Students will learn strategies to eliminate barriers between sender and receiver.
5	Leveraging different communication styles	<ul style="list-style-type: none"> i. Learners will learn to decipher clues to style preferences ii. They will also learn to respond and relate well to their readers
6	Structuring Your Documents	<ul style="list-style-type: none"> i. Learners will identify the macro structure of business documents ii. They will handle the business document paradox iii. They will also learn to classify different types of business documents
7	Developing the micro structure template	<ul style="list-style-type: none"> i. Students will learn to recognize key topics ii. They will learn to structure raw material iii. They will also learn to organize information to highlight gaps
8	Writing Reports that Address Business Problems	<ul style="list-style-type: none"> i. Recognizing the business impact ii. Defining the criteria for a quality business document iii. Identifying the business impact of the problem iv. Demonstrating the value of confronting the situation
9	Recommending solutions	<ul style="list-style-type: none"> i. Conducting effective research ii. Applying decision-making criteria iii. Tying your recommendation to the organization's mission

10	Highlighting Benefits to Your Readers	<ul style="list-style-type: none"> i. Facilitating your readers' understanding ii. Managing paragraphs using topic sentences iii. Incorporating your readers' words iv. Avoiding synonyms
11	Ordering your information	<ul style="list-style-type: none"> i. Writing effective headings ii. Reducing inferential load iii. -Structuring sentences to signal benefits
12	Writing to Persuade Your Readers	<ul style="list-style-type: none"> i. Honing your writing to improve persuasiveness ii. Tying your writing to the decision-making process iii. Making credible claims iv. Avoiding oversimplification v. Influencing your audience to value your ideas vi. Creating an effective Executive Summary
13	Presenting information	<ul style="list-style-type: none"> i. Improving bulleted lists by showing words in tables ii. Highlighting alternatives to aid rapid decision-making iii. Prioritizing business solutions iv. Countering opposition
14	Saying What You Mean in E-mail	<ul style="list-style-type: none"> 1. Writing clearly <ul style="list-style-type: none"> -Prioritizing your subject -Optimizing word choice -Differentiating between active vs. passive voice -Eliminating pronouns and modifiers 2. Writing concisely <ul style="list-style-type: none"> -Choosing a style appropriate for audience and context -Revising to heighten impact 3. A professional approach to e-mail <ul style="list-style-type: none"> -Respecting readers' time, interest and ability to focus -Extinguishing flame wars -Crafting relevant subject lines
15	Revision of Key Concepts	
16	Quizzes and Test Assignment	

Primary Recommended Book	<ul style="list-style-type: none"> • Effective Business Communication By Murphy 2007 • Interpersonal Skills and Organizations By Suzanne
Additional Books	<ul style="list-style-type: none"> i. Business Communication Books ii. HEC Commerce and Business Journals iii. International Journals for the Latest updates