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| Name of the course | Business Communication |
| Course Code | BBA 207 |
| Semester | IV |
| Credit Hours | 3 |
| Prerequisite | - |
| Learning outcomes | <p>This course is designed to develop students' professional communication skills. As a result of this course, students are expected to:</p> <ol style="list-style-type: none"> 1. Understand the importance of effective communication in a business setting. 2. Understand and utilize the basic forms (e-mail, memos, letters, informal and formal) 3. Know informal and formal presentations that are used in effective business communication. 4. Write well-organized and effective business memos, letters, and reports. 5. Reinforce and further develop presentation skills in order to deliver professional presentations. 6. Understand and use computer-aided communication including e-mails and presentation software. 7. Work effectively in a team to improve communication skills and to prepare and present group projects. |
| Contents | <p>Unit-1 Effective Communications in Business</p> <ol style="list-style-type: none"> 1.6. Importance & Benefits of Effective Organizational Communication 1.7. Components of Communication- Communication Model (internal, external, vertical, horizontal and lateral communication) 1.8. The Language of Business <p>Unit-2 The Seven C's of Effective Communication in Business Writing</p> <ol style="list-style-type: none"> 2.1. Completeness, Conciseness, Consideration, 2.2. Concreteness, Clarity, Courtesy, Correctness 2.3. You-Attitude 2.4. Exercises <p>Unit-3 Business Communication and the Technology Context</p> <ol style="list-style-type: none"> 3.1. Email and other technologies being used in businesses. 3.2. Managing information outside organizations. <p>Unit-4 The Process of Preparing Effective Business Messages</p> <ol style="list-style-type: none"> 13.1. Five Planning Steps 13.2. Beginnings & Endings 13.3. Composing the Message <p>Unit-5 The Appearance and Design of Business Messages</p> <ol style="list-style-type: none"> 14.1. Business Letters, Memos, Special Timesaving Message, Media 14.2. Good News and Neutral Messages 14.3. Organizational Plan |

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| | <p>Unit-6 Favorable Replies</p> <p>15.1. Answering Queries/Granting Requests/Approving Credit 15.2. Neutral Messages 15.3. Announcements 15.4. Transmittals</p> <p>Unit-7 Bad News messages</p> <p>16.1. The Right Attitude 16.2. Plans for Bad News Messages, Negative Replies to Requests 16.3. Unfavorable, Unsolicited Messages, Refusing Claims and Adjustments. Non-Conformity to Rules</p> <p>Unit-8 Persuasive Written Messages</p> <p>17.1. Organization of Persuasive Messages 17.2. Persuasive Requests 17.3. Persuasive Sales Letters</p> <p>Unit-9 Strategies for Successful Speaking and Successful Listening</p> <p>Unit-10 Strategies for Successful Informative and Persuasive Speaking</p> <p>Unit-11 Strategies for Business & Group Meetings</p> <p>26.1. Background Information on Groups 26.2. Purposes & Kinds of Meetings 26.3. Writing Agendas and Minutes of Meetings 26.4. Solving Problems in Meetings or Groups 26.5. Leadership Responsibilities in Meetings 26.6. Participant Responsibilities in Meetings 26.7. Exercise (meetings conducted in a group of 4-5 students on any business related topic)</p> |
| Teaching & Learning Strategies | A combination of lecturing, presentations, and discussions will be used to conduct the course. Students will be expected to read extensively ahead of each class session and actively participate in discussions and practical work. |
| Assignment | Written assignment (10 marks), presentation (5 marks) and Quiz (10 marks) |
| Suggested Readings | <p>Bovee, C. L., Thill, J. V., & Raina, R. L. (2016). <i>Business communication today</i>. Pearson Education.</p> <p>Lawson, C., Gill, R., Feekery, A., & Witsel, M. (2019). <i>Communication skills for business professionals</i>. Cambridge University Press.</p> <p>Murphy, H. A, Hildebrandt, H. W, & Thomas, J. P. (2016). <i>Effective business communication</i>. McGraw Hill.</p> <p>Pirzadeh, P., Lingard, H., & Blismas, N. (2020). Effective communication in the context of safe design decision making. <i>Safety Science, 131(1)</i>, 104-113.</p> <p>Thompson, N. (2018). <i>Effective communication: A guide for the people professions</i>. Macmillan International Higher Education.</p> |

Assessment and Examinations

| Sr. # | Elements | Weightage | Details |
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| 1 | Midterm Assessment | 35% | Written test (at the mid-point of the semester) |
| 2 | Formative Assessment | 25% | Assignment, presentation and quiz |
| 3 | Final Assessment | 40% | Written test (at the end of the semester) |