

Title	Business and Technical Communication
Code	EN-302
Credit Hours	3
Category	English
Prerequisite	EN-301: Writing Workshop
Co-Requisite	None
Follow-up	None
Course Description	Topics: Writing Basics; Sentence Structure; Process of Preparing Effective Business Messages; Effective Communication, Perspectives in Communication skills, The seven Cs of effective communication, Forms of Written Communication; Memos; Good News and Neutral Messages; Bad News Messages; Business Letters; Proposals and Business Plans; Writing Proposals and Reports; Short Reports; Long Formal Reports; Specification Documents; Review of Language; Writing Technical Research Reports; Special Topics in Business Communication; Communication and Technology; Documentation and Research Citation; Job Application and Resumes
Text Book(s)	<ol style="list-style-type: none"> 1. D. O'Hair, J. S. O'Rourke, M.J. O'Hair, Business Communication: A Framework for Success, 1st Edition, Cengage Learning, 2000, ISBN-13: 978-0324073508 2. Herta A. Murphy, Herbert W. Hildebrandt and Jane P. Thomas, Effective Business Communication, 7th Edition, McGraw Hill India, 2008, ISBN-13: 978-0070187757
Reference Material	<ol style="list-style-type: none"> 3. Courtland L. Bovee, John V. Thill, Business Communication Today, 12th Edition, Prentice Hall, 2013, ISBN-13: 978-0132971294 4. J. M. Penrose, R. W. Rasberry, R. J. Myers, Advance Business Communication, 4th Edition, South-Western Publishers, 2000, ISBN-13: 978-0324037395 5. Kitty O. Locker, Business and Administrative Communication, 11th Edition, McGraw-Hill Education, 2014, ISBN-13: 978-0073403250None