Faculty of Economics & Administrative Sciences

Course Syllabus

Course Title: Business Communication

Course Number: 1802031208

Instructor:

Instructor Office:

Office Hours:

Course Description

This course is designed to give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside the firm environment, as well as an effective internal communications program. The various types of business communication media are covered. This course also develops an awareness of the importance of concise written expression to modern business communication.

Course Objectives

This course aims to:

1. Provide a theoretical and practical basis for conducting effective communication.
2. Emphasis on writing and interpersonal communication skills as they relate to conducting business communication

Learning outcomes- Knowledge and Understanding

On successful completion of this course students will be able to:

1. Develop an understanding of the components of communication and the role they play in communicating effectively in different business environment.
2. Develop interpersonal skills that contribute to effective and satisfying personal, social and professional relationships
3. Understand and demonstrate the use of basic and advanced proper writing techniques that today's technology demands.
4. Compose a persuasive message and plan the bad-news message
5. Evaluate the available data in order to provide a business reports that management and other personnel need to make a decision or solve problem.
6. Plan, organize and practice successful presentation
7. Prepare and conduct yourself appropriately during the employment process.

Learning outcomes – key Skills

1. Locate, summarize and synthesize a range of information from published literature and electronic sources on business communication
2. Learning basic skills required to write messages that are clear, interesting, concise, diplomatic, and convincing
3. Apply relevant ideas, concepts and theories to the work situation-through the use of case study analysis
4. Manage their time to meet deadlines in both report preparation and conducting oral presentation

Recommended Text

Bovée, C. and Thill, J (2014) Business Communication Essentials, 6th Ed., Pearson

Lectures timetable

Week	Topics	Reading
1, 2	Understanding Business Communication in today's workplace	Ch.1
3, 4	Mastering Interpersonal Communication	Ch.2
5	First Exam	
6,7	Writing Business Messages	Ch.4
8,9	Crafting Messages for Electronic Media	Ch.6
10	Second Exam	
11, 12	Developing Oral and Online Presentations	Ch.12
13,14	Building Careers and Writing Resumes	Ch.13
15,16	Revision & Final Exams	

Grading plan:

First Exam (25 points), Second Exam (25 points) Class participation (10 points), Final Exam: (40 points)