

Course Guidebook

Course title /code	Business Communication (EnLa3103)					
Module Title	Communication theories and practices EnLaM3101					
Module coordinator	-----					
Instructor's Name	-----					
Instructor's Contact Information	Office Phone Email Office hour					
Course ECTS	5ECTS					
Mode of delivery	Block					
Teaching Methods	Classroom contact/Lecture, group work, interactive tutorial sessions (group and pair work/discussions and individual work (independent learning)).					
Student Work Load	Lecture	Tutorial	Lab/Practical	Home study Individual work	Total	
	48Hrs	37Hrs	----	50Hrs	135Hrs	

Course Description	This course introduces basic concepts of business communication in general and its practical applications of business writing in particular, in business arena. It is designed to assist students in achieving academic and career goals through the development of effective business writing skills. It includes writing letters, memos, reports, and knowing career communication. It introduces definition and nature of business communication (Organizing Presentation, and conducting job interview), elements and processes of communication, basic requirements of business communication, barriers to communication, written communication. In this course students learn the concept of business writing; various types of business letters; inquiry / request letters, order letters credit and collection letters, sales letters, claim or complain letters, social-business letters such as letters of congratulations, thank you letters, letters of condolence, invitation letters, employment related communications; drafting job vacancies, job descriptions, CV/ resume, job offer letter, resignation letter, conducting job interviews, writing memos, e-mails, and fax messages. Drafting notices, minutes; conducting meetings, chairing and participating in meetings; business report writing conventions; drafting business project proposals; designing and delivering business speech.
Course objectives	<p>Upon completing this course, students will be able to:</p> <ul style="list-style-type: none"> Identify business writing and the different types of business letters. Develop their business communication skills. Set purposes for their business communication and write different types of business communication texts. Design and deliver effective business speech.
Pre-requisite	None
Course Status	Compulsory

Weeks	Study Hours	Main Topic/Sub topic/s/ Chapter	Reading material /assignments	Student Activities
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1st

Unit 1: Basics of Business Communication

Definition ,nature and principles of business communication
1.2. Basic requirements of business communication.
Oral business communication

Organizing presentations
Conducting Job Interview

Written business communication

1.2.3. Barriers of business communication

Hybels,S and Weaver, R(2001).
Communicating effectively. McGraw-Hill.

Glavin. M. K. (2001).
Communication Works.
National Textbook Company.

Malcog. A.M. (2001).
Letter Writing in English. USA.

Clark, L. et al, (1994).
Business English and Communication.
Mcgraw-Hill.

2nd

Unit 2. Written Business Communication

2.1. Writing Business Letters

2.2. Principles of writing business letters

2.3 Elements of business letters

2.4 Structure and layout of business letters

2.5 Building the body of business letters

2.5.1 types of business letters

2.5.1.1 Sales Letter

2.5.1.2 Quotation and tenders

2.5.1.3 Complaint letters

2.5.1.4 Adjustment letters

2.5.1.5 Circular letters

2.5.1.6 Letter of inquiry

2.5.1.7 Job search letters and resumes

2.6 E-mails and Memos

Hybels,S and Weaver, R(2001).
Communicating effectively. McGraw-Hill.

Glavin. M. K. (2001).
Communication Works.
National Textbook Company.

Malcog. A.M. (2001).
Letter Writing in English. USA.

Clark, L. et al, (1994).
Business English and Communication.
Mcgraw-Hill.

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Participate in group discussions
introduce themselves
write a personal description

3rd		<p>Unit 3: Meeting and Documenting</p> <p>3.1 Writing notices</p> <p>3.2 Designing agenda</p> <p>3.3 Involving in a meeting as</p> <p>3.3.1 A chairperson</p> <p>3.3.2 A secretary</p> <p>3.3.3 A member</p> <p>3.4 Principles of writing minutes</p> <p>3.4.1 Identifying details and important points</p> <p>3.4.2 Writing and summarizing the main points</p> <p>Unit 4. Business Report</p> <p>4.1. Formal Business Report</p> <p>4.2. Informal Business Report</p>	<p>Hybels,S and Weaver, R(2001). Communicating effectively. McGraw-Hill.</p> <p>Glavin. M. K. (2001). Communication Works. National Textbook Company.</p> <p>Malcog. A.M. (2001). Letter Writing in English. USA.</p> <p>Clark, L. et al, (1994). Business English and Communication. Mcgraw-Hill.</p>	
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	Final Exam
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Course Policy	<p>Attendance: It is compulsory to come to class on time and every time. If you are going to miss more than three classes during the term, you should not take this course.</p> <p>Assignments: you must do your assignment on time. No late assignment will be accepted.</p> <p>Tests/Quizzes: you will have short quizzes and tests almost every week. If you miss the class or, are late to class, you will miss the quiz or test. No makeup tests or quizzes will be given. You are expected to observe the rules and the regulations of the University as well.</p> <p>Cheating/plagiarism: you must do your own work and not copy and get answers from someone else. The only way to learn English is to do the work yourself.</p> <p>Also, please do not chew gum, eat, listen to recorders or CD players, wear sunglasses, or talk about personal problems. Please be sure to turn off pagers and cell phones before class and exam sessions</p>
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Assessment

1. Continuous Assessment (50%)

- Quiz10 %
- Term-Paper Group10 %
- Term Paper Individual10%
- Test 110 %
- Test 210%

2. Final Exam (50%)

References

Hybels, S and Weaver, R (2001). Communicating effectively. McGraw-Hill.

Glavin, M. K. (2001). Communication Works. National Textbook Company.

Malcog, A.M. (2001). Letter Writing in English. USA.

Clark, L. et al, (1994).
Business English and Communication. McGraw-Hill.

Approved By: Name: _____ **Signature** _____ **Date** _____