

MID-WESTERN UNIVERSITY, FACULTY OF MANAGEMENT
 MASTER IN BUSINESS ADMINISTRATION (MBA), SYLLABUS 2072 (2016)

Course Title		Business Communication
Course Code Number		MGT 513
Credit Hours		03
Year: I		Semester: I
Course Objectives:		
Main objective		This course is designed to give students a comprehensive view of communication across the globe, 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 succinct written expression to modern business communication.
Enabling objectives		After the completion of all the learning units of the course, participants will be able to: <ul style="list-style-type: none"> • Demonstrate competency in the fundamentals of business writing, reporting, and research. • Demonstrate competency in oral and interpersonal communication including one-on-one, small-group communication, and public presentation. • Demonstrate understanding of the rudiments of intercultural communication. • Demonstrate understanding of legal and ethical issues confronting business communicators. • Use business communication technology
Learning Unit (LU)	Learning Hours (LH)	Contents
LU 1	10	Foundation of business Communication: Communication in organizational setting, Communicating more effectively on the job, Using technology to improve business communication, Improving non-verbal communication skills
LU 2	10	Crafting Brief Messages Crafting messages for electronic media, Creating message for Email, Creating message for Blogs, Creating message for Podcasts
LU 3	9	Designing and Delivering Oral and Online Presentation Planning your presentation, Writing your presentation, Completing your presentation, Planning visual presentation, Creating effective slides.

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LU 4	10	Planning, Writing and Completing Reports and Proposals Applying three steps writing process, Planning Reports and Proposals, Writing Reports and Proposals, Completing Reports and Proposals, Putting the final touch on Reports and Proposals.
LU 5	9	Communicating in the world of diversity Understanding the opportunities and challenges of communication in diverse world, Enhancing creativity to culture and diversity, Improving intercultural communication skills.
References		1. Bovee Thill Schatzman(20--). <i>Business Communication Today</i> .Pearson 2. Lesikar, R.V. and M.E. Flatley (2008). <i>Basic Business Communication</i> ,11th edition.

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination.