

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

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<b>Course Title</b>		<b>Business Communication</b>
<b>Course Code Number</b>		<b>MGT 321</b>
<b>Year/Semester</b>		<b>I/II</b>
<b>Credit Hours</b>		<b>03</b>
<b>Course Objectives:</b>		
<b>Main Objective</b>		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.
<b>Enabling Objectives</b>		<p>After completion of all the learning units of the course, participants will be able to:</p> <ul style="list-style-type: none"> <li>• Understand and demonstrate the use of basic and advanced proper writing techniques that today's technology demands.</li> <li>• Write effective and concise Business letters and memos,</li> <li>• Prepare informal and formal reports,</li> <li>• Demonstrate competency in the fundamentals of business Letters Writing, reporting, Proposal and research.</li> <li>• Demonstrate understanding of the Business etiquette</li> </ul>
<b>Learning Unit (LU)</b>	<b>Learning Hours (LH)</b>	<b>Contents</b>
<b>LU 1</b>	<b>LH 6</b>	<p><b>Introduction</b></p> <p>Introduction to Business Communication: Basic Form of Communication, Process of Communication, Principles of Effective Business Communication, 7Cs, Media of Communication, Types of Communication, Barriers to Communication, Enhancing Speaking, Listening and Reading Skills.</p> <p>Comments, Creating Index and Tables From the Content of Document, Counting Words Macro Saving Documents With Passwords</p>
<b>LU 2</b>	<b>LH 8</b>	<p><b>Correctness of Communication</b></p> <p>The Nature of Correctness, Standards For Punctuation, Standards for Grammar (Adjective- Adverb Confusion, Subject-Verb Agreement, Adverbial Noun Clause), Sentence Fragment, Pronouns, Tense, Words Often Confused, Word often Misspell.</p>
<b>LU 3</b>	<b>LH 14</b>	<b>Business Correspondence</b>

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		Memos( Purpose and Criteria for Writing Memos), Email-Importance and Techniques of Writing Email Letters-Components, Letter Formats and Criteria for Different Type of Letters,( Letter of Inquiry, Cover Letter, Good News Letters, Bad News Letters, Persuasive Request Letters, Complaint Letters, Adjustment Letters, Sales Letters, Letters of Acknowledges),Circular Notice Agenda and Minutes of Meetings.
<b>LU 4</b>	<b>LH 14</b>	<b>Report and Proposals</b> <b>Report:</b> Definition, Purpose, Types of Reports (Trip Reports, Progress Reports, Lab Reports, Incident Reports, Meeting Minutes), Process, (Pre Writing Research Techniques, Writing and Rewriting) <b>Proposals:</b> Definition, Purpose, Title Page, Cover Letter, Tables of Contents, List of Illustration, Abstract, Introduction, Discussion, Glossary, References, Appendix, Process ( Pre Writing, Writing, Rewriting).
<b>LU 5</b>	<b>LH 6</b>	<b>Business Etiquette</b> Business Manners, Office Protocol and Etiquette, Professional Conduct, Use of Courteous Phrases in the Work Place, Proper way to Make Introduction, Business Dress, Grooming, Handling, Business Meeting and Dining Etiquette- Attending Business Fundamentals, Etiquette in Meetings, Banquet Etiquette.
<b>References</b>		<ol style="list-style-type: none"> <li>1. Change, Lillian Hunt and Jeenethe Martin, The Essential Guide to Business Etiquette.</li> <li>2. Boove, C.L. Thill J.V. and Chaturvedi, M. (2009), Business Communication Today Pearson Education.</li> <li>3. Technical Communication- Principles and Practice, O.U.P, New Delhi, 2007, Raman Meenakshi and Sharma Sangeeta.</li> <li>4. Murphy and Hilde Brand, 2008, Effective Business Communication, Mc Graw Hill Education.</li> <li>5. Mc Geaw, S.J.(2008), Basic Managerial Skills for All, 8th Edition, Prentice Hall of India.</li> <li>6. Wren and Martin (2008), English Grammar and Composition, Saltan Chand and Sons.</li> </ol>

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