

## **Business Communication**

**Prerequisites:** None

**Credits:** 3

**Instructor:**

### **Overview**

This course focuses on the principles and techniques of clear, concise and effective written and oral communication, especially as they apply to a business environment. The subject covers analysis of audience, purpose and message, and gives students the opportunity to compose memos, letters, and informal reports for a variety of work situations. Assignments will require the use of sound grammar and mechanics as well as further development and application of essential communication tools including clarity, accuracy, conciseness, unity, coherence and logical organisation.

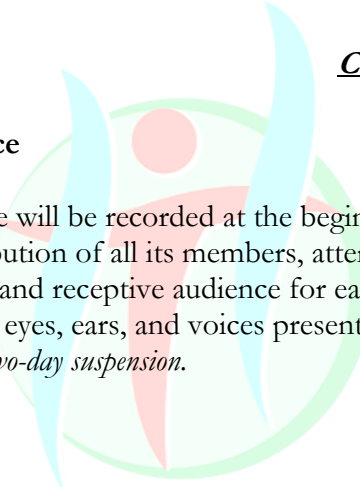
### **Instructional Methods**

Students will learn by practical activities in writing and communication. Writing documents will be a major component of classes, however, students will be expected to participate actively in class discussions, and to develop and sharpen their written and oral communication skills through their own research and application of knowledge gained.

### **General Objectives & Learning Outcomes**

At the end of this course students would have demonstrated that they can consistently do the following:

1. Employ communication skills that are needed to succeed in the business world;
2. Adapt a positive professional attitude as demonstrated by positive involvement (courtesy, attentiveness, substantial participation in group activities);
3. Identify the audience and purpose in common business communication situations and create effective responses;
4. Compose and edit documents that are readable, mechanically and grammatically sound, and appropriate in tone;
5. Respond appropriately to written or spoken instructions, requests and questions;
6. Write or present persuasively in order to market or sell ideas, products and services, and conduct research and incorporate source materials into written assignments



## Course Policies

### **Attendance**

Attendance will be recorded at the beginning of every class. Because this course depends on the contribution of all its members, attendance is of critical important. We need to create a consistent and receptive audience for each other, and that can only happen if we have everyone's eyes, ears, and voices present in every class. *An accumulated total of three absences will result in a two-day suspension.*

### **Lateness**

You are expected to be on time for each class. Beyond being a breach of basic courtesy to your classmates, lateness may cause you to miss important announcements or discussions, to be counted as absent, and to impress your teacher as being less than fully engaged with the course. *Being late for a total of three classes will result in a two-day suspension*

### **Submission of Your Work**

Unless otherwise indicated, have your work ready to be turned in at the *beginning* of the class period in which it is due. *Late work will incur a deduction of (5 marks) per day.*

### **Assessment**


70% - Course Work

10% - Mid-term

20% - Final Exam

#### *Course Work Breakdown*

1. Each student will independently prepare his or her professional résumé and cover letter. **(10%)**
2. Test **(5%)**
3. Professional Resume **(10%)**
4. Each student is required to write the mid-semester exam apportioned **(10%)** and a final exam which is proportioned **(20%)** of the course grade.
5. A business report (individual research project) is required from each student. **(15%)**
6. Course work involves letters, reports, memos, etc. **(40%)**
7. **Attendance & Participation (5%)**



## General Topics

- Week 1: Understanding Business Communication
- Week 2: Oral Communication
- Week 3: Writing with Style: Individual Elements, Tone, Readability
- Week 4: Communication: (Grammar, Mechanics, Spelling, Purpose) Written, Oral, Email, Fax, Messages
- Week 5: *Midterm Exam*
- Week 6: The Process of Writing
- Week 7: Format and Appearance of Business Correspondence (letters/memos, etc)
- Week 8: The Business Report (Collection and documentation of data, recommendations based on data)
- Week 9: Job Applications (Cover letters, Resumes, Interviews)
- Week 10: *Quiz/ Project Due*
- Week 11: Review