

Course Details:

Course Title: Business Communication

Credit Hours: 2

Course Code: MGT-751

Pre-requisite: N/A

Course Description:

This course refines students' skills in written and oral communication to internal and external audiences. Through analyses and practice of communication strategies adopted by successful business professionals, students learn to write clearly and concisely, make compelling oral presentations, and construct effective arguments. In summary, this course seeks to improve effective communication skills in the workplace.

Course Learning Outcomes:

By the end of the module students will be able to:

CLO 1. *Apply* the principles of effective speaking

CLO 2. *Analyse* sophisticated strategies for business communications

CLO 3. *Make* use of the principles of effective writing

CLO 4. *Evaluate* logical reasoning for argumentation

Program Goals & Learning Objectives:

Goals & learning objectives of the MSIE Program are:

Goal 1: Students will be capable of critical thinking

LO 1.1: Students will be able to solve problems with the application of business knowledge.

LO 1.2: Students will be able to evaluate competing decision criteria and alternatives

Goal 2: Students will demonstrate leadership skills

LO 2.1: Students will be able to develop the ability to lead and manage in teams

LO 2.2: Students will be able to make sound decisions

Goal 3: Students will learn to communicate effectively

LO 3.1: Students will be able to communicate effectively in oral presentations

LO 3.2: Student will be able to create professional reports

Goal 4: Students will deal with the ethical dilemmas that arise in a business environment

LO 4.1: Students will be able to identify ethical concerns emanating from a business situation

LO 4.2: Students will be able to apply ethical guidelines to address business problems by examining a set of alternatives

Mapping - CLOs with LOs

Learning Objective	LO 1.1	LO 1.2	LO 2.1	LO 2.2	LO 3.1	LO 3.2	LO 4.1	LO 4.2	Not Mapped	Evaluation Item
CLO 1					✓					Presentation
CLO 2					✓					Exams
CLO 3						✓				Quiz
CLO 4						✓				Assignment / Report

Note: ✓ indicates mapped and assessed CLO, ● indicates mapped but not assessed CLO and X indicates unmapped

Required Course Material:

- Textbook:

- Rentz, K., Flatley, M.E., & Lentz, P. (2011). Lesikar's Business Communication. McGraw-Hill International Edition.
- Harvard Case studies

Cases and Readings will be distributed (uploaded on LMS) at least one week before each class.

Course Evaluation:

Grading will be done as per NBS criteria. The breakup is as follows:

End Semester Exam	40%
Mid Semester Exam	20%
Quizzes	10%
*Case Study/Class participation	5 %
Presentation	15%
Report / Assignment	10%

*Class participation will include general in class discussion, participation in the case studies and class activities.

Weekly Schedule:

Week	Topic	Material	Related CLO
1	Communication in the Workplace Introductions/syllabus	Chapter 1	1
2	Adaptation and the Selection of Words	Chapter 2	2,3
3	Construction of Clear Sentences and Writing	Chapter 3	3
4	Writing for a Positive Effect	Chapter 4 Quiz 1	3
5	The Writing Process	Chapter 5	3
6	Directness in Good-News and Neutral Messages	Chapter 6 Case 1	1,2,3,4
7	Indirectness in Bad-News Messages	Chapter 7 Quiz 2	1,2
8	Indirectness in Persuasive Messages and Communicating in the Job-Search Process	Chapter 8 Chapter 9 Case 2	1,2
9	Mid-Semester Exam		
10	Basics of Report Writing	Chapter 10	2,3
11	Types of Business Report and	Chapter 11	2,3,4

	Graphics in Reports	Chapter 12	
12	Oral and Interpersonal Communications and Oral Reporting and Public Speaking	Chapter 13 Chapter 14 Case 3	2
13	Cross Cultural Communication And Correctness of Communication	Chapter 15 Chapter 16 Quiz 3	2
14	Technology Enabled Communications and Business Research Methods	Chapter 17 Chapter 18 Case 4 Individual Reports due	2,4
15		Presentations	1,2,4
16		Presentations	1,2,4
17	Buffer Week		
18	End Semester Exam Week		