

SSH 500: Business Communication

The course is designed to focus on techniques of effective communication in the business world. Students will learn to use various communication tools like memos, letters, meetings, presentations, report writing, and electronic correspondence. The course also examines methods of organizing and presenting information and how to develop good communication by using verbal and non-verbal communication skills. During this course students will implement the communication within teams or across organization that can make or break the organization.

Student will also learn how to write and reply enquiries and requests, learn develop resume and application letter and prepare for job interviews, how to write letters that create goodwill to customers and clients. Part of this business course is to teach students persuasive techniques and to organize information for report writing. Course will cover area such as how to write clearly periodic reports with clear and complete instructions. Last but not least, students will also learn to prepare proposals, letters and reports, presentation skills that meet international standards.

Course Contents:

-) Process of communication: Communication model; Channels of communication; Flow of communication; Barriers to effective communication; How to make communication effective
-) Communication theories: Interaction-information-Completeness
-) 7'Cs of communication: Conciseness-Correctness-Completeness; Clarity-Consideration-Courtesy-Concreteness
-) Written communication: Letter-Memorandum-Circular; Agenda and minutes of meeting; Business research report: Types; Format; Language & Style; Market report: Types-Format; Thesis and assignment writing
-) Oral communication: Meeting: Types and conduct; Interview: Types and conduct; Presentation or speech: Types-Planning-Delivering the presentation or speech; Workshop and seminar: Planning-Conduct
-) Communication strategy: Image building; Minus image and its implications; Developing a positive corporate image; Messages choice: Favorable, unfavorable, negative and persuasive
-) Précis writing: Methods of précis writing; Principle points to be kept in mind while writing précis; Specimen of passages and their précis
-) Essay writing: Characteristic of a good essay; Classification; Hints on essay writing: General preparation; Special preparation

Text Books:

-) Murphy and Hildebrandt, Effective Business Communication
-) Coutland L. Bovee, Jhon V. Thill, Business Communication Today