

UNITED STATES INTERNATIONAL UNIVERSITY

SEMESTER:

BUS 2020: BUSINESS COMMUNICATIONS

COURSE SYLLABUS

DAY/TIME:

INSTRUCTOR:

CREDIT: 3 UNITS

COURSE DESCRIPTION

Introduces fundamental research writing and speaking skills necessary for effectively communicating orally and in writing at the undergraduate level.

COURSE OBJECTIVES

On completion of the course, the student should have:

- ❖ Developed the essential skills for giving effective oral presentations
- ❖ Developed the effective use of non verbal cues in communication
- ❖ Improved his/her writing ability
- ❖ Acquired the necessary skills for the management of research projects

WEEKLY OBJECTIVES AND COURSE CONTENT

WEEK 1

OBJECTIVES:

By the end of the week the students should be able to:

- a) Define and explain the meaning of communication.
- b) Explain why good communication is important to the organization and to the individual.
- c) Describe the communication Process.

1. Overview of Communication Process

2. Models of Communication Process

-Linear model

-Convergence Model

WEEK 2

OBJECTIVES:

By the end of the week students should be able to:

- a) Identify the forms of communication and state the advantages and disadvantages of each form.
- b) Identify the goals of Business Communication.

1. Forms of Communication, Oral, Written, Non-Verbal

-Types of Messages for Oral Communication and Written Communication

- The meaning of Non- Verbal Communication

-The Advantages and Disadvantages of Oral Communication

-The Advantages and Disadvantages of Written Communication

2.Business Communication

– Goals of Business Communication

ASSIGNMENT 1

WEEK 3

OBJECTIVES:

By the end of the week the students should be able to identify and explain:

- a) The Formal and Informal communication channels within an organization.
- b) How computer and Telecommunications technology helps businesspeople work more efficiently.
- c) Show how new technology can be used to communicate electronically with others in your workplace or at remote locations.
- d) Use the telephone to conduct business efficiently and to maintain good relationships with others.
- e) Identify at least Seven types of barriers to effective communication in organizations and how to overcome them.

1.Communication channels in organizations

- i)Vertical Communication.
- ii)Lateral Communication.
- iii)Diagonal Communication
- iii)Grapevine Communication.
- iv)Outward Communication.

2.The technology of Business Communication

- i)Telephone and Voicemail
- ii)Electronic Mail
- iii)Electronic Bulletin Boards
- iv)Fax Machines
- v)Video Conferencing and Teleconferencing.

3.Barriers to effective communication

- i)Major barriers to effective communication
- ii)Implications for communication

WEEK 4

OBJECTIVES:

By the end of the week the students should be able to:

- a)Explain the link between psychology and communication.
- b) Define and explain the six C's.
- c)Describe the five levels of hierarchy of needs.
- d)Use the hierarchy of needs to determine which benefits to emphasize in a business message.
- e) Phrase messages so they are you oriented.

1.Communication Psychology

- i)Motives- Marslows Theory
- ii)Attitude
- iii)Perception –Stereotypes, Johari window e.t.c.

ASSIGNMENT 2

WEEK 5

OBJECTIVES:

By the end of the week the students should be able to do the following:

- a)Describe how Nonverbal communication relates to verbal communication.
- b)Identify gender differences in nonverbal communication.
- c)Identify four Channels used to communicate meaning through body language.
- d) Describe how proxemics, objects, and time communicate nonverbally.
- e) Explain the role of metacommunication in business.

Non-verbal Communication

- i)Silence
- ii)Paralanguage
- iii)Kinesics
- iv)Touching
- v)Clothing and Accessories
- vi)Proxemics
- vii)Object language
- viii)Time
- ix)Metacommunication.

WEEK 6

By the end of the week students should be able to:

- a) Explain the importance of listening effectively in business.
- b) Identify the barriers to effective listening.
- c) Apply six active listening techniques in daily life.
- d) Apply three interactive listening techniques in daily life.
- e)Define Critical thinking and explain its importance to business communications
- f) Identify the eight critical thinking skills.
- g) Explain how critical thinking relates to the problem solving process.

1.Listening Skills

- Active Listening Techniques
- Interactive Listening Techniques
- Listening barriers

2.Critical Thinking

- Critical Thinking Skills
- Problem Solving Skills

-ASSIGNMENT3

WEEK 7&8

By the end of the weeks students should be able to:

- a) Apply the five planning steps of message formulation process to business messages.
- b) Demonstrate sensitivity to the legal and responsibilities of businesses and employees.
- c) Demonstrate the ability to draft business messages.
- d) Choose the appropriate organizational strategy, given your purpose and the anticipated audience reaction.
- e) Evaluate business messages and readers' feedback.

Written Communication

- Business Letters and Memos
- Planning Business letters
- Appropriate Format and style
- Tone
- Format
- Letters of enquiry and responses
- Letters of complaint and responses
- Letters of adjustment and responses

The Strategy of Writing Messages

- Direct Messages
- Indirect Messages
- Persuasive Messages

MID-QUARTER EXAM

WEEK 9&10

OBJECTIVES:

By the end of the weeks students should be able to:

- a) Look for job opportunities by checking all possible sources
- b) Write an attractive resume which highlights the most important information as per a job's requirements.
- c) Write an ethical application letter.
- d) Know the strategy to use for the application letter.
- e) Evaluate an application letter before sending it.
- f) Use three methods to Secure job interviews
- g) Convey a professional image through clothing, grooming and body language during an interview.
- h) Respond confidently to typical interview questions and also inappropriate ones.
- i) Write appropriate follow-up correspondence.
- j) Identify instances in which knowing oral presentation skill sis useful to business people
- k) Identify the general and specific purposes of formal presentations.
- l) Select and an appropriate organizational strategy for presentation after analyzing a topic and purpose and predicting the audience's probable reaction to the message.
- m) Develop major and supporting points for an oral presentation and prepare notes to help one to deliver an oral presentation

1. Employment Communication

- Writing Resumes
- Required Sections
- Resume Formal

2 Writing Application Letters

- Composing Messages
- Evaluating Messages

3. Follow-up Correspondence

- Thank you letters
- Inquiry Letters
- Acceptance Letters
- Refusal Letters

4. Interviews

5. Planning a Presentation

Organizing and Composing a presentation

ASSIGNMENT 4

WEEK 11

By the end of the week students should be able to:

- Identify the uses of the short report.
- Choose the correct report format for the situation and organizational strategy.
- Plan , organize and compose various business reports.
- Use various styles of reference citations to document sources of information

Business reports

- Writing short reports
- Planning and organizing formal reports
- researching and Documenting formal reports.

WEEK 12&13

OBJECTIVES:

By the end of the week students should be able to:

- Control speech anxiety.
- Understand how body language and voices's tone, volume and rate affects an audience.
- Use visual, cards and presentation notes effectively..
- Assume a dynamic and poised manner when giving a presentation
- Evaluate your presentation and those given by others.

1. Topic: Oral Presentations

- delivering Business Presentations

WEEK 14
FINAL EXAMINATION

TEACHING METHODOLOGY

Lectures
Structured discussions
Role-playing
Practical in-class and out-of-class tasks
Individual and group assignments

COURSE TEXT

Fielding Michael, Effective Communication in Organizations; (Juja & Co.Ltd. 1995)

READINGS

- 1.Chandler Francis G. Fundamentals of Business Communications, (Irwin Inc. 1995)
- 2.Gibson, J.w. and R. Hodjets. Organizational Communication: A managerial Perspective. (new York: harper Colins Publishers: 1991)

COURSE EVALUATION

Assignments	-	20%
Mid-quarter examination	-	25%
Research paper & Presentation	-	20%
Final examination	-	25%
Attendance & Participation	-	10%
TOTAL	-	100%

GRADING

90	-	100	A	74	-	77	C+
87	-	89	A-	71	-	73	C
84	-	86	B+	68	-	70	C-
80	-	83	B	64	-	67	D+
78	-	79	B-	61	-	63	D
				Below 59			F