

ITEM		
1. Title of subject	BUSINESS COMMUNICATION	
2. Subject code	DBA 108	
3. Status of subject	Compulsory	
4. Stage	Diploma	
5. Credit Hours	Three (3)	
6. Pre-Requisite	None	
7. Assessment	10% - Class Test 1 10% - Class Test 2 10% - Class Test 3 70% - Final Exam	
8. Semester	Semester 2, Year 1	
9. Objective of subject	To enable students to: Understand the principles of business communication Use written English in variety of business situation and communication Draft all the usual forms of business correspondence	
10. Synopsis of subject	To understand the principles of communication and the different forms of communication that are necessary in any organisation. To appreciate and apply business communication principles.	
11. Details of subject	Contents	Hours
Week 1	Topic: BUSINESS COMMUNICATION BACKGROUND AND THEORY <ul style="list-style-type: none"> • Key stages in communication cycle • Barriers to Communication • Different modes of communication 	3
	Learning Outcomes: After completing the unit, the students should be able to: <ol style="list-style-type: none"> 1. Explain the key stages in the communication cycle; 2. Discuss examples of barriers to communication. 	

	<p>Activity: Class discussion Cross Word Puzzle</p>	
	<p>Further reading for this lesson: Taylor, S. (2005). <i>Communication For Business</i>. Pearson Education.</p>	
Week 2	<p>Topic: LISTENING SKILLS</p> <ul style="list-style-type: none"> • the six stages of the listening process • barriers to effective listening • differences between good listeners and bad ones 	3
	<p>Learning Outcomes: After completing this unit, students should be able to:</p> <ol style="list-style-type: none"> 1. Describe the six stages of the listening process; 2. Discuss the barriers to effective listening; 3. Identify the differences between good listeners and bad ones. 	
	<p>Activity: Listening activity.</p>	
	<p>Further reading for this lesson: Taylor, S. (2005). <i>Communication For Business</i>. Pearson Education.</p>	
Week 3	<p>Topic: MEMORANDUM</p> <ul style="list-style-type: none"> • Purposes of Memo • Format 	3
	<p>Learning Outcomes: After completing this unit, students should be able to:</p> <ol style="list-style-type: none"> 1. Explain the purpose of memos; 2. Compose memos from given instructions. 	
	<p>Activity: Students are given memos to write.</p>	
	<p>Further reading for this lesson: Taylor, S. (2005). <i>Communication For Business</i>. Pearson Education.</p>	
Week 4	<p>Topic: WRITING BUSINESS LETTERS</p> <ul style="list-style-type: none"> • Elements in a letter • Letters of Enquiry, Complaint, Adjustment 	3
	<p>Learning Outcomes: After completing the unit, the students should be able to:</p> <ol style="list-style-type: none"> 1. outline the basic form of a Business letter; 2. differentiate the different forms of Business Letters; 3. Write simple business letters. 	
	<p>Activity: Basic format of the letter Dos and don'ts are discussed.</p>	

	<p>Further reading for this lesson: Taylor, S. (2005). <i>Communication For Business</i>. Pearson Education.</p>	
Week 5	<p>Topic: WRITING LETTERS</p>	3
	<p>Learning Outcomes: After completing this unit, students should be able to:</p> <ol style="list-style-type: none"> 1. Write business letters in different styles and tones relevant to the different purposes of the letters; 2. Understand some basic rules of English grammar. 	
	<p>Activity: Many writing letter exercises are given. Grammar exercises</p>	
	<p>Further reading for this lesson: Taylor, S. (2000). <i>Communication For Business</i>. Pearson Education.</p>	
Week 6	<p>Topic: REPORT WRITING</p> <ul style="list-style-type: none"> • Types of reports • Formal and informal reports 	3
	<p>Learning Outcomes: After completing this unit, students should be able to:</p> <ol style="list-style-type: none"> 1. Explain the purpose of reports; 2. Explain the differences between formal and informal reports; 3. Compose reports according to given instructions. 	
	<p>Activity: Model reports are distributed and discussed Students are given handouts on reports writing and exercises are included too.</p>	
	<p>Further reading for this lesson: Taylor, S. (2005). <i>Communication For Business</i>. Pearson Education.</p>	
Week 7	<p>Topic: MEETING</p> <ul style="list-style-type: none"> • Types of Meeting • Notice and Agenda • Verb – Past Tense 	3
	<p>Learning Outcomes: After completing the unit, the students should be able to:</p> <ol style="list-style-type: none"> 1. Explain the purpose of meetings; 2. Outline a Notice and an Agenda; 3. Describe the different types of meetings. 	
	<p>Activity: Class discussion Writing activity Grammar exercises</p>	

	<p>Further reading for this lesson: Taylor, S. (2005). <i>Communication For Business</i>. Pearson Education.</p>	
Week 8	<p>Topic: MEETING</p> <ul style="list-style-type: none"> Minutes of Meeting 	3
	<p>Learning Outcomes: After completing this unit, students should be able to:</p> <ol style="list-style-type: none"> Write a proper Minutes of Meeting; Undersand the use of past tense in Minutes of meeting. 	
	<p>Activity: Students are given handouts.</p>	
	<p>Further reading for this lesson: Taylor, S. (2005). <i>Communication For Business</i>. Pearson Education.</p>	
Week 9	<p>Topic: CURRICULUM VITAE (CV) AND JOB APPLICATION LETTER</p>	3
	<p>Learning Outcomes: After completing this unit, students should be able to:</p> <ol style="list-style-type: none"> Write a CV; Plan and Compose a job application letter. 	
	<p>Activity: Lecture Students are required to write their own CV and job application letter.</p>	
	<p>Further reading for this lesson: Taylor, S. (2005). <i>Communication For Business</i>. Pearson Education.</p>	
Week 10	<p>Topic: INTERVIEWS</p>	3
	<p>Learning Outcomes: After completing the unit, the students should be able to:</p> <ol style="list-style-type: none"> Describe the stages in an interview; Discuss some questions frequently asked in an interview. 	
	<p>Activity: Class discussion Mock Interview</p>	
	<p>Further reading for this lesson: Taylor, S. (2005) <i>Communication For Business</i>, Pearson Education.</p>	
Week 11	<p>Topic: ORAL COMMUNICATION</p> <ul style="list-style-type: none"> Presentation 	3

	<p>Learning Outcomes: After completing this unit, students should be able to:</p> <ol style="list-style-type: none"> 1. Discuss the essence of an effective presentation; 2. Plan for a group presentation; 3. Design relevant visual aids for a presentation. 	
	<p>Activity: Discussion on presentation – the skills Group presentation</p>	
	<p>Further reading for this lesson: Taylor, S. (2005). <i>Communication For Business</i>. Pearson Education.</p>	
Week 12	<p>Topic: TELEPHONE SKILLS</p>	3
	<p>Learning Outcomes: After completing this unit, students should be able to:</p> <ol style="list-style-type: none"> 1. Discuss the skills required in telephone communication; 2. Write a proper telephone message. 	
	<p>Activity: Lecture Hand-outs are given.</p>	
	<p>Further reading for this lesson: Taylor, S. (2005). <i>Communication For Business</i>. Pearson Education.</p>	
Week 13	<p>Topic: INFORMATION TECHNOLOGY AND BUSINESS COMMUNICATION</p> <ul style="list-style-type: none"> • Internet • Electronic Mail Messages 	3
	<p>Learning Outcomes: After completing the unit, the students should be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate how important Information Technology is to business communication today. 	
	<p>Activity: Discussion</p>	
	<p>Further reading for this lesson: Taylor, S. (2005). <i>Communication For Business</i>. Pearson Education.</p>	
Week 14	<p>REVISION OF ALL THE TOPICS</p>	3
	<p>Learning Outcomes: After completing this unit, students should be able to:</p> <ol style="list-style-type: none"> 1. Write all the necessary business correspondence. 	
	<p>Activity: Revision</p>	

	<p>Further reading for this lesson: Taylor, S. (2005). <i>Communication For Business</i>. Pearson Education.</p>	
	Total	42
12. Text	<p>Compulsory</p> <ol style="list-style-type: none"> 1. Taylor, S. (2005). <i>Communication For Business: A Practical Approach</i> (4th ed.). Pearson Education. 2. Dwyer, J. (2000). <i>The Business Communication Handbook</i>. Australia: Pearson. <p>Reference</p> <ol style="list-style-type: none"> 1. Badger, I., and Pedley, S. (2003). <i>English for Work: Everyday Business Writing</i>. UK: Pearson. 2. Bowen, T. (1997). <i>Build your Business Grammar</i>. UK: Thomson & Heinle. 	

