

1. Title of subject	Business Communications	
2. Subject code	FSBN 109	
3. Status of subject	Core	
4. Stage	Foundation	
5. Credit Hour	3 (3 hours per week X 14 weeks)	
6. Pre-Requisite	None	
7. Assessment	Coursework : 60% Final Examination : 40% Total : 100%	
8. Semester	Semester 2	
9. Objective of subject	This course aims to: <ul style="list-style-type: none"> • use written English competently, accurately and appropriately in a variety of business communication scenarios, • develop the attitudes, knowledge base and resourcefulness that promote good business writing, • learn strategies for producing good business writing, • present a variety of data unambiguously in both written and graphical form, • draft all the usual forms of business correspondence from given data, • demonstrate the skills necessary for effective oral presentations, • understand and appreciate current developments in communications technology and the effect that they have on business, • Work effectively in a collaborative or team communication situation. 	
11. Synopsis of subject	Introduction to Business Communication will train students to plan, organise and write cogent, standard English: business letters, memoranda, reports of various types, resumes, employment-related correspondence and other documents and to use them effectively	
12. Details of subject	Contents	Hours
Week 1	TOPIC: THE PROCESS OF COMMUNICATION	3

	<p>Learning Outcomes:</p> <p>After attending the lesson, the students should be able to:</p> <ul style="list-style-type: none"> • understand the term 'communication'; • understand the key components & stages in the communication cycle; • consider the salient points before initiating any form of communication to prevent miscommunication. <p>Activity: Tutorial Questions</p> <p>Further reading for this lesson: Section I, Unit 1, Taylor, S. (2000). <i>Communication for Business – A Practical Approach</i> (3rd ed.). Addison Wesley-Longman.</p>	
<p>Week 2</p>	<p>TOPIC: INTERNAL & EXTERNAL COMMUNICATION; FORMAL & INFORMAL COMMUNICATION; COMMUNICATION MEDIA</p> <p>Learning Outcomes:</p> <p>After attending the lesson, the students should be able to:</p> <ul style="list-style-type: none"> • understand communication within and outside the organisation; • the various communication systems in an organisation; • the different communication media. <p>Activity: Tutorial Questions</p> <p>Further reading for this lesson: Section 1, Unit 2 Taylor, S. (2000). <i>Communication for Business – A Practical Approach</i> (3rd ed.). Addison Wesley-Longman.</p>	<p>3</p>
<p>Week 3</p>	<p>TOPIC: CIRCULAR & SALES LETTERS</p> <p>Learning Outcomes:</p> <p>After this lesson, the students should be able to:</p> <ul style="list-style-type: none"> • understand the purpose of circulars and sales letters; • use the techniques involved in writing such letters; • compose circulars and sales letters. 	<p>3</p>

	<p>Activity: Tutorials Questions</p>	
	<p>Further reading for this lesson: Section 5, Unit 11 Taylor, S. (2000). <i>Communication for Business – A Practical Approach</i> (3rd ed.). Addison Wesley-Longman.</p>	
Week 4	<p>TOPIC: PUBLIC RELATIONS & PRESS RELEASES</p>	3
	<p>Learning Outcomes:</p> <p>After attending this lesson, the student should be able to:</p> <ul style="list-style-type: none"> • understand the functions of public relations; • understand the purpose of press releases; • compose press releases; • use the appropriate format of presenting press releases. 	
	<p>Activity: Tutorials Questions</p>	
	<p>Further reading for this lesson: Section 5, Unit 12 Taylor, S. (2000). <i>Communication for Business – A Practical Approach</i> (3rd ed.). Addison Wesley-Longman.</p>	
Week 5	<p>TOPIC: NOTICES & ADVERTISEMENTS</p>	3
	<p>Learning Outcomes:</p> <p>Students should be able to:</p> <ul style="list-style-type: none"> • understand the purposes of notices; • know the guidelines for drawing up the notices; • design attractive and effective notices; • understand the reasons for advertisements. 	
	<p>Activity: Tutorials Questions</p>	
	<p>Further reading for this lesson: Section 5, Unit 14 Taylor, S. (2000). <i>Communication for Business – A Practical Approach</i> (3rd ed.). Addison Wesley-Longman.</p>	
Week 6	<p>TOPIC: ADVERTISEMENTS</p>	3

	<p>Learning Outcomes:</p> <p>After attending this lesson, the students should be able to:</p> <ul style="list-style-type: none"> • know the difference between small ad and display adverts • compose effective advertisements 	
	<p>Activity: Tutorials Questions</p>	
	<p>Further reading for this lesson: Section 5, Unit 14 Taylor, S. (2000). <i>Communication for Business – A Practical Approach</i> (3rd ed.). Addison Wesley-Longman.</p>	
Week 7	REVISION AND TEST (WEEK 1 - WEEK 6)	3
Week 8	<p>TOPICS: INVITATIONS& FORM DESIGN</p> <p>Learning Outcomes:</p> <p>After this lesson, the students should be able to:</p> <ul style="list-style-type: none"> • understand the reasons for the use of invitations in business; • compose formal and informal invitations; • respond - accept or decline – to the invitations; • understand the use of forms in business; • know the techniques used to design effective forms; • use these techniques to design forms for use internally and externally. 	3
	<p>Activity: Tutorials Questions</p>	
	<p>Further reading for this lesson: Section 5, Unit 17 Taylor, S. (2000). <i>Communication for Business – A Practical Approach</i> (3rd ed.). Addison Wesley-Longman.</p>	
Week 9	TOPIC: QUESTIONNAIRES	3

	<p>Learning Outcomes:</p> <p>After attending this lesson, the student should be able to:</p> <ul style="list-style-type: none"> • understand the purpose of using questionnaires in business; • understand the techniques used in designing effective questionnaires, the different types of question-types; • design effective questionnaires; • use the telephone effectively as a medium of communication. <p>Activity: Tutorials Questions</p> <p>Further reading for this lesson: Section 5, Unit 18 & Section 1, Unit 2 Taylor, S. (2000). <i>Communication for Business – A Practical Approach</i> (3rd ed.). Addison Wesley-Longman.</p>	
<p>Week 10</p>	<p>TOPIC: ELECTRONIC MAIL & FACSIMILE MESSAGES</p> <p>Learning Outcomes:</p> <p>After attending this lesson, the students should be able to:</p> <ul style="list-style-type: none"> • use the different techniques in composing e-mail messages; • use the Internet for communication & research; • compose fax messages. <p>Activity: Tutorials Questions</p> <p>Further reading for this lesson: Section 5, Unit 7 Taylor, S. (2000). <i>Communication for Business – A Practical Approach</i> (3rd ed.). Addison Wesley-Longman.</p>	<p>3</p>
<p>Week 11</p>	<p>Topic: Documents of Meeting</p> <p>Learning Outcomes:</p> <p>After attending this lesson, the students should be able to:</p> <ul style="list-style-type: none"> • understand the purpose of meetings in business; • know the different types of business meeting; • know the basic presentation requirements of document; • prepare documents of meeting. 	<p>3</p>

	<p>Activity: Tutorials Questions</p>	
	<p>Further reading for this lesson: Section 4, Unit 10 Taylor, S. (2000). <i>Communication for Business – A Practical Approach</i> (3rd ed.). Addison Wesley-Longman.</p>	
Week 12	<p>TOPIC: DOCUMENTS OF MEETING</p>	3
	<p>Learning Outcomes:</p> <p>After attending this lesson, the students should be able to</p> <ul style="list-style-type: none"> • prepare minutes of meeting 	
	<p>Activity: Tutorials Questions</p>	
	<p>Further reading for this lesson: Section 1, Unit 1 Taylor, S. (2000). <i>Communication for Business – A Practical Approach</i> (3rd ed.). Addison Wesley-Longman.</p>	
Week 13	<p>TOPIC: INTERVIEWS</p>	3
	<p>Learning Outcomes:</p> <p>After attending this lesson, the student should be able to:</p> <ul style="list-style-type: none"> • understand the purpose of interviews in business; • understand the different types of interviews; • understand the different question types; • prepare for the job interview. 	
	<p>Activity: Tutorials Questions</p>	
	<p>Further reading for this lesson: Section 1, Unit 1 Taylor, S. (2000). <i>Communication for Business – A Practical Approach</i> (3rd ed.). Addison Wesley-Longman.</p>	
Week 14	<p>REVISION CLASS AND TEST (WEEK 8 – WEEK 13)</p>	3

	Total	42
12. Text	Compulsory	Taylor, S. (2000). <i>Communication for Business – A Practical Approach</i> (3 rd ed.). Addison Wesley-Longman.
	Reference	<p>Azar, B. S. (1999). <i>Understanding & Using Grammar</i> (3rd ed.). London: Prentice-Hall.</p> <p>Dwyer, J. (2000). <i>The Business Communication Handbook</i> (4th ed.). Sydney: Prentice-Hall.</p> <p>Jones, L., & Alexander, R. (2000). <i>New International Business English</i>. Cambridge University Publication.</p> <p>Taylor, S. (2005). <i>Model Business Letters, Email & Other Business Documents</i> (6th ed.). London: FT/Prentice-Hall.</p>