

Course Title: Business Communication

Course Code: HS-218

Course Contents

Foundations of Business Communication:

Definitions: communication, organization, business; understanding the need and scope of business, professional and organizational communication, Conditions, properties, process, tools, modes, levels, types of communication. Principles of Effective Communication & Building goodwill (You-attitude, positive emphasis and unbiased language). Listening, non-verbal communication. Communication dilemmas and problems . Feedback and its types. Audience Analysis

Oral Communication:

Group Discussions and interpersonal skills, Meetings, Interviews, Making presentations

Business & Technical

Types of messages: Formats (Letter and memorandum). Letter and memorandum elements and formats. Three Types of Business Messages (routine, negative and persuasive communications). Organizational Plans: Direct, Indirect & AIDA approach. Writing business messages (e-mails, inquiries, requests, replies, regrets, declining offers, letters, routine messages, etc.). Meetings: notice, \ agenda and minutes. Job applications and resumes. Research / scientific reports (structure, layout, writing process)

RECOMMENDED BOOKS

(01) Report Writing for Business by Lesikar and Pettit

(02) Business & Professional Communication by Roach, Gant, Allyn Perigo & Bacon

(03) Engineering Ethics by Flederman