

MGT 204: Business Communication

Module Objectives

This course aims to develop students' skill in presenting effective oral and written communication in English language with a focus on presenting seminars, writing papers and reports, business correspondence and so on.

Contents

Communication in business: communication process and malfunctions. Essentials of business communication: shorter structured units, effective organization, unity, coherence, and standard grammatical forms. Written communication: business correspondence formats, terms papers, project reports and research reports. Oral communication: formal and informal oral communication, group discussions, seminar presentations, gestures and body language.

Detailed Course

Unit1: Communication Theory	LH 16
§ Role of communication in business	
§ Model of the communication process	
§ Perception and reality	
§ Filter of the mind	
§ Words and meaning	
§ Some main functions of communication	
Unit 2: Fundamentals of Business Writing	LH 6
§ Principles of clear business writing	
§ Qualities of effective correspondence	
Unit 3: Business Correspondence	LH 6
§ Sales and application	
§ Memorandum	
Unit 4: Business Report writing	LH 6
§ Reports: Problems, Organization and Interpretations	

§ Reports: Determination and make-up

Unit 5: Other forms of Business Communication

LH 8

§ Public speaking and oral reporting

§ Other oral communication activities

§ Nonverbal communication

Presentations and Project works

LH 3

Reference

Lesikar and Pettit (Sixth Edition) A-I-T-B-S. Publishers and Distribution 1999.