

## **Business Communication for M. Com. (Revised)**

### **Course Description:**

This course is designed to facilitate student's understanding of crucial communication principles and to develop effective writing skills. The course provides opportunities to analyze complex issues, organize thoughts logically, and communicate these complex ideas concisely.

The various types of business communication media are covered. This course also develops an awareness of the importance of succinct written expression to modern business communication.

### **Course Objectives:**

By the end of this course, students should be able to:

- Understand and demonstrate the use of basic and advanced proper writing techniques that today's technology demands, including anticipating audience reaction,
- Proofread and edit copies of business correspondence.
- Develop interpersonal skills that contribute to effective and satisfying personal, social and professional relationships, and Utilize electronic presentation software.
- Compose good-news letters using the deductive sequence.
- Write letters conveying unpleasant news using the inductive sequence.
- Write effective sales messages and requests that are persuasive, but ethical.
- Use e-mail and memos effectively and efficiently.

### **Recommended Text:**

1. Brannan, B. ,(2003), A Writer's Workshop: Crafting paragraph, building essays, New York, McGraw Hill
2. Murphy,Hurta. Effective Business Communication.
3. Bovee,Thill,Schatzman. Business Communication Today.
4. Dwyer,Judith. The Business Communication Hand Book.

### **Suggested Books:**

5. Maimon, E. P. & Peritz, J. H ,(2003), A Writer's Resource: A handbook for writing and research, NY, McGraw Hill
6. Burton, S. H. ,(2000), Mastering Practical Writing, NBF

## Course Contents:

Topic	Source	Section
<b>Section A: Communication in Practical Environment</b>		
<b>Business Communication Today:</b> Achieving Success Through Effective Communication. Forms of Communication Concepts And Problems of Communication. Guide lines to overcome problems.	Ch 1, Book 3 Ch 1, Book 2	
<b>Communicating in the Workplace:</b> Negotiation Skills. Dealing with Customers and Clients. Holding Meetings. Speaking in Public.	Ch (8,9,12,13) Book 4	
<b>Section B: Writing Skills</b>		
<b>Attaining Better Writing Skills:</b> Writing as a process: Strategies for generating ideas, Strategies for planning, Strategies for drafting, Strategies for developing, Strategies for revising and editing	Ch 1, Book 1	
<b>Paragraph Skills:</b> Introducing a paragraph: Organization of a paragraph, Topic sentences, Controlling idea, Supporting sentences and details, Connecting sentences Concluding sentences, Selecting a title	Ch 3, Book 1	
<b>Revising a paragraph:</b> First stage draft (for description) First stage draft (for narration ) First stage draft (for exposition) Second stage drafts: all patterns of development	Ch 4, Book 1	
<b>Editing and Proofreading:</b> Editing review , Editing problems for all patterns of development. How to proofread and prepare your final manuscript.	Ch 4, Book 1	
<b>Section C: Business and Official Writing</b>		
<b>Official Writing:</b> Joining reports. Leaving (Relieving) reports. Notifications.	Part 3,5 Book 3	
<b>Business Letters:</b> Essential Parts. Non Essential Parts. Sales/persuasive letters. Bad news messages. Good news messages(Inductive & Deductive Methods)	Ch (7,8,9,10) Book 2	
<b>Making Use of Proposals:</b> Purposes of Proposals. Kinds of proposals. Parts of Proposals	Ch 13, Book 2	
<b>Memorandums and E-mails:</b> Parts and Layout	Ch 5,7 Book 2	
<b>Vocabulary.</b> Dictionary Use. Practice of Prefixes & Suffixes. Correction of Sentences.		

Mr.Bilal Farooqi Mr.Mazhar Iqbal Mr.M.Saeed. Mr. Najm Us Sahar.

