IPE 300 Business Communication I

Course Outline

Course Code: IPE 300
Name: Business Communication I
Stage: Level-3, Term-2
Duration: 3 hours biweekly
Prerequisite: None
Credit Points: 0.75

Marking Criteria:

Attendance & Performance	10%
Online Submission	30%
Presentation	40%
Reports	20%

Guideline:

There are three consecutive classes in Business Communication.

1st class - English Communication; 2nd class – student activities; 3rd class – Business related

Show a business dealing/ public speaking related video in each class.

Submission deadline:

Sunday (midnight) followed by the class

https://github.com/tanmoyie/Professional-Development

Presentation:

Instant Q&A: 10% (Eight Students will be picked randomly in each class)

Final Presentation: 30% (Introduce yourself as an Industrial and/or Production Engineer. Showcase all your skills & professional developments, Prepare your elevator pitch based on a job circular)

Report:

Report on Business Plan

Table 1: Blueprint of the Business Communication classes

Class No	Topic	Classroom activity	Submissions
Class 1	Public Speaking, & CV Writing	Introduce yourself, Psychological job interview, 3 verbal questions, business video	***CV*** Submit your **CV** to the department, Post your CV on LinkedIn, Complete your LinkedIn profile, Upload your all Engineering projects & achievements on Github
Class 2	Listening, Reading & Writing Discuss 10 GT Task 1 formal letters (complaint, job, thank you)	Debate on "USA is a great choice for IPE graduates" Favor: odd roll numbers; Against: Even roll numbers, business video, Recap questions 8 students	***Online Resume/Job Interview*** Upload your **personal commercial** on YouTube, Prepare for a job interview (give each student a job circular) Clean your social presence
Class 3	Speaking – Phonetics Elevator pitch, How to prepare presentation slides, Business Plan	Mock job interview, business video, English Speaking test, RecapQ	***Portfolio*** Complete your **portfolio** (personal website/ LinkedIn/ Bdjobs.com/ Indeed/Monster Github)
Class 4	Listening, Reading, Writing Cover letter, Letter of Recommendation/ Reference	IELTS listening, business video, RecapQ	**Cover Letter & LOR** Prepare a Cover letter based on your previous job circular, Develop a Letter of Recommendation/ Reference (assume that your class teacher is writing about you)
Class 5	Business Communication	English Reading, business video, RecapQ	**10 business letters** Submit **10** business letters (Write in your own words, plagiarism is strictly prohibited)
Class 6	Business deals	Mock job interview, business video, RecapQ	**Report on Business Plan** Write a detail report of your **business plan** (group wise)
Class 7	Business proposal presentation	English Speaking, business video, RecapQ	**Presentation**