

Week	Objectives/Learning outcomes	Content	Instructional Strategy/Teaching Method/Activity	Assessment Technique/Method	Helping Material
1		<ul style="list-style-type: none"> <li>- Important facts about communication</li> <li>- Meaning and Classification of Business Report</li> <li>- Main parts of a Business Report</li> <li>- Business Writing principles and problems</li> <li>- Steps for transmission of a message</li> <li>- Difference between formal and informal language</li> </ul>	Lecture		
2		<ul style="list-style-type: none"> <li>- Objectives of Report Writing</li> <li>- Basic rules employed to write business reports</li> <li>- Organizing content of the report</li> <li>- Channels of communication</li> <li>- Business writing principles</li> </ul>	Lecture		
3		<ul style="list-style-type: none"> <li>- Kinds of reports and their layout</li> <li>- Persuasive reports</li> <li>- Explanatory reports</li> <li>- Discussive reports</li> <li>- Informative reports</li> </ul>	Lecture		
4		<ul style="list-style-type: none"> <li>- Good opening and closing</li> <li>- Ways to organize Report Text Section</li> <li>- Parts of a Business letter</li> <li>- Punctuation styles</li> <li>- Open Punctuation</li> <li>- Mixed Punctuation</li> <li>- Close Punctuation</li> </ul>	Lecture	Quiz	
5		<ul style="list-style-type: none"> <li>- Kinds of letter formats</li> <li>- Block or Full Block Format</li> <li>- AMS Simplified Format</li> <li>- Personalized Format</li> </ul>	Lecture		

		<ul style="list-style-type: none"> <li>- Memos, Memorandums</li> <li>- Hanging Paragraph</li> <li>- Official letter style</li> </ul> <ul style="list-style-type: none"> <li>- Scanning specimens of different formats</li> <li>- Deductive Organizational Plan</li> <li>- Analysis of sample report</li> <li>- Announcement letters, Transmittal, Adjustment, Job letters, Direct Request (Claims, Complaints, Enquires, Orders)</li> <li>- Inductive Organizational Plan reading and Analysis of sample report</li> <li>- Planning and preparation for writing the report - discussion guidelines</li> </ul>			
6		<ul style="list-style-type: none"> <li>- Memo, Memorandums</li> <li>- Difference between letter and Memo</li> <li>- Reading and Analysis of Typical Memorandum Reports</li> </ul>	Lecture		
7		<ul style="list-style-type: none"> <li>- Barriers of Effective Communication</li> <li>- External Barriers</li> <li>- Personal Barriers</li> <li>- Organizational Barriers</li> <li>- Notices, Agenda and Minutes guidelines</li> </ul>	Lecture	Quiz	
8		<ul style="list-style-type: none"> <li>- Formal Reports (Long report) <ul style="list-style-type: none"> <li>o Parts of the Formal Report</li> <li>o Body of the Reports</li> <li>o Supplemental Parts</li> </ul> </li> <li>- Reading and analysis of sample report.</li> <li>- Planning and preparation for unity a formal report</li> </ul>	Lecture		
9		<b>Mid-term Examination</b>			
10		<ul style="list-style-type: none"> <li>- Informational Memorandum Reports</li> <li>- 1 . Conference Reports</li> </ul>	Lecture		

		<ul style="list-style-type: none"> <li>- Report on required conference by the Manager</li> </ul>			
11		<ul style="list-style-type: none"> <li>- Informational Memorandum Reports</li> <li>- Progress Reports Periodic Reports</li> <li>- Reading, analysis, planning, preparation and practice</li> </ul>	Lecture	Quiz	
12		<ul style="list-style-type: none"> <li>- Analytical Personal Reports</li> <li>- Analytical Memorandum Reports</li> </ul>	Lecture		
13		<ul style="list-style-type: none"> <li>- Enquiry letters</li> <li>- Enquiry about various products</li> <li>- Reply to an enquiry</li> <li>- Claim, Complaint letters</li> <li>- Claim and complaint letters to main organizations</li> <li>- Exchange, refund or reply</li> <li>- Cancelling an order</li> </ul>	Lecture		
14		<ul style="list-style-type: none"> <li>- Sales letters</li> <li>- Definition</li> <li>- Functions</li> <li>- AIDA</li> <li>- Uses</li> <li>- Kinds of Follow-up Sales letters</li> <li>- Sales Promotion Letters</li> <li>- Definition</li> <li>- Characteristics</li> <li>- Use</li> <li>- Difference between Sales and Sales Promotion letters</li> </ul>	Lecture	Quiz	
15		<b>Presentations</b>			
16		<b>Presentations</b>			