



COURSE HANDBOOK

1	Course Title	Business Communication Workshop
2	Course Code	HUM 200
3	Credit Hours	3(3,0)
4	Semester	Spring 2025
5	Resource Person	Saba Akmal
6	Supporting Team Members	Will be informed later
7	Contact Hours (Theory)	3 hours per week
8	Contact Hours (Lab)	Not Applicable
9	Office Hours	8:30 am to 4:30 pm
10	Course Introduction	
This course intends to help students develop a positive, constructive and practical approach to successful written and oral communication in business and professional settings. This course will familiarize the students with various aspects of effective communication. The course will enable the students to understand the nature of communication problems and find appropriate solutions for them.		
11	Learning Objectives	
The major learning objectives of the course are as follows:		
<div><div>1.</div><div>The students will be able to comprehend the nature of interpersonal communication process and its applications in today’s changing workplace. The students will be able to analyse the nature of communication problems with special emphasis on listening and writing and find appropriate solution for them.</div></div> <div><div>2.</div><div>The students will be able to comprehend, select, and use various communication channels in vogue in the work place like verbal and nonverbal communication channels .The students will be able to design and deliver various realizations of interpersonal communication including effective oral presentations conducting business meetings and job interviews.</div></div> <div><div>3.</div><div>The students will be able to identify three phases of the writing process and they shall also be able to implement structural characteristics like conciseness, readability, parallelism, and active-voice expression in writing different types of letters and emails such as routine and goodwill messages, persuasive messages, and bad-news messages. The learner will be able to write business letters, emails and memos.</div></div>		
12	Course Contents	
The module is designed to familiarize the student with various aspects of effective communication, writing and presentation skills. It will educate them about core communication skills as well as business writing concepts. Students will learn about various types of audiences and the ability to choose and execute appropriate strategy for a successful communication. The learners are also expected to understand the purpose and relevance of business communication in the backdrop of the present age of globalization and technology.		

13 Lecture/Lab Schedule		
Weeks	Topic of Lecture	Reading Assignment
Week 1	Introduction to Business Communication <ul style="list-style-type: none"> • The Communication process • Communication at the workplace • Verbal and Nonverbal communication • Barriers in both verbal and nonverbal communication • Impact of non-verbal communication in building a professional image • How culture affects communication? 	Chapter 1, Pages 2-33 Guffey & Loewy PLO CLO Bloom level
	Activity: Non-Verbal Language Impact on Communication	
Week 2	Listening Skills <ul style="list-style-type: none"> • The characteristics of listening • Keys to effective listening • Overcoming listening barriers • The Active listening concept 	Chapter 14, Pages 365–379, Lahiff & Penrose
	Activity: Listening Model	
Week 3	Business Writing –I <ul style="list-style-type: none"> • The three step writing process • Pre-writing Activities • Analyzing the purpose for writing and audience 	Chapter 2, page 36 – 57 Guffey & Loewy
Week 4	Business Writing –II <ul style="list-style-type: none"> • Improving writing techniques • Researching • Organizing data • Effective sentences 	Chapter 3, page 58 – 78 Guffey & Loewy
Week 5	Business Writing -III <ul style="list-style-type: none"> • Revising and proofreading the drafts • The advantages of writing in reader friendly English. (Concise wording, Precise verbs) 	Chapter 4, pages 82 – 102 Guffey & Loewy
	Activity: Writing Assignment	
Week 6	E-Mails and Memorandums <ul style="list-style-type: none"> • E-mail messages • Their Importance • Dangers of using e-mail messages haphazardly • Internet ethics • Memos: format, types 	Chapter 5, Pages 104 – 138, Guffey & Loewy
	Activity: Email Etiquettes (Discussion)	

Week 7	Preparing Business Letters <ul style="list-style-type: none"> • The five planning steps for a message • How to write effective business letters • Neutral letters • Goodwill letters 	Chapter 6, Pages 142 – 174, Guffey & Loewy
Week 8	Preparing Business Letters Persuasive messages Sales letters	Chapter 8, Pages 212 – 242, Guffey & Loewy
Week 9	Preparing Business Letters <ul style="list-style-type: none"> • Negative replies • Bad news letters 	Chapter 07, Pages 178 – 210, Guffey & Loewy
	Activity: Seminar	
Week 10	Applying For a Job <u>CV/ Resume Writing:</u> <ul style="list-style-type: none"> • Types of résumé, characteristics of CV writing, organization / formats, common problems in CV writing <u>Covering Letter:</u> <ul style="list-style-type: none"> • Searching for a position, evaluating yourself, writing a good job application 	Chapter 13, Pages 404 – 446, Guffey & Loewy
	Activity: CV Writing Workshop	
Week 11	Employment Interviews <ul style="list-style-type: none"> • Types of interviews • Types of questions • Preparation for interviews • During interview strategies 	Chapter 14, Pages 450– 481 Guffey & Loewy
	Activity: Mock Interview	
Week 12	Interpersonal Communication <ul style="list-style-type: none"> • Face-to-face communication • Communicating on phone • Communication styles of different people • Ethics of workplace communication 	Chapter 11, Pages 334 – 347, Guffey & Loewy
	Activity: Group Discussion on Communication Barriers	
Week 13	Conducting Meetings <ul style="list-style-type: none"> • Determining the purpose • Conducting a structured meeting • Communication skills that achieve results • Communication barriers • Writing minutes of the meetings 	Chapters 18, Pages 444 – 462, Lahiff & Penrose

	Activity: Simulated Meetings in Class											
Week 14	Preparing Effective Presentations <ul style="list-style-type: none">• How to prepare good presentations (creating appropriate visuals)• Audience analysis and motivation• Conducting mock presentations and interviews• Judging their level of confidence• Critically analyzing their own presentations and interviews Oral Communication <ul style="list-style-type: none">• Speech• Tone• Accent• Pronunciation• Pauses• Intonation• Eye contact	Chapter 12, Pages 365 – 400, Guffey & Loewy										
Week 15	Students’ Presentations-I & Students’ Presentations-II	Not Applicable										
Week 16	Critique and Problem Solving Session	Not Applicable										
14	Course Assessment											
The assessment of this module shall have following breakdown structure												
<table><tr><td>Mid-term Exam</td><td>25%</td></tr><tr><td>Quizzes</td><td>10%</td></tr><tr><td>Assignments</td><td>15%</td></tr><tr><td>Terminal Examination</td><td>50%</td></tr><tr><td>Total</td><td>100%</td></tr></table>			Mid-term Exam	25%	Quizzes	10%	Assignments	15%	Terminal Examination	50%	Total	100%
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Total	100%											
The minimum pass marks for each course shall be 50%. Students obtaining less than 50% marks in any course shall be deemed to have failed in that course.												
17.	Text Book	Essentials of Business Communication by Marry Ellen Guffey, Bertha Du Babcock, CENGAGE Learning. ISBN-13: 978-981-4227-90-2										
18.	Reference Books	1.Business Communication Today(14 th Edition) by Courtland Bovee, John V Thill and Raina 2. Business Communication, Strategies and Skills by Lahiff and Penrose, Prentice Hall. 3. Technical Writing and Professional Communication (International Edition) by Thomas N. Huckin and Leslie A.										

		Olsen, International Edition, McGraw-Hill.
14.	Plagiarism	
<p>Plagiarism involves the unacknowledged use of someone else’s work, usually in coursework, and passing it off as if it were one’s own. Many students who submit apparently plagiarised work probably do so inadvertently without realising it because of poorly developed study skills, including note taking, referencing and citations; this is poor academic practice rather than malpractice.</p> <p>Plagiarism can include the following:</p> <ol style="list-style-type: none">1. collusion, where a piece of work prepared by a group is represented as if it were the student’s own;2. commission or use of work by the student which is not his/her own and representing it as if it were, e.g.:<ol style="list-style-type: none">a. purchase of a paper from a commercial service, including internet sites, whether pre-written or specially prepared for the student concernedb. submission of a paper written by another person, either by a fellow student or a person who is not a member of the university;3. duplication (of one’s own work) of the same or almost identical work for more than one module;4. the act of copying or paraphrasing a paper from a source text, whether in manuscript, printed or electronic form, without appropriate acknowledgement (this includes quoting directly from another source with a reference but without quotation marks);5. submission of another student’s work, whether with or without that student’s knowledge or consent;6. Directly quoting from model solutions/answers made available in previous years;7. cheating in class tests, e.g.<ol style="list-style-type: none">a. when a candidate communicates, or attempts to communicate, with a fellow candidate or individual who is neither an invigilator or member of staffb. copies, or attempts to copy from a fellow candidatec. attempts to introduce or consult during the examination any unauthorised printed or written material, or electronic calculating, information storage device, mobile phones or other communication deviced. personates or allows himself or herself to be impersonated.8. Fabrication of results occurs when a student claims to have carried out tests, experiments or observations that have not taken place or presents results not supported by the evidence with the object of obtaining an unfair advantage. <p>These definitions apply to work in whatever format it is presented, including written work, online submissions, groupwork and oral presentations.</p>		
15.	Attendance Policy	
<p>Every student must attend 80% of the lectures/seminars delivered in this course.</p>		