

# Introduction to DIP202

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# Introduction

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Subject Code: DIP202

Subject Name: Business Communications

Lecturer: Dr Fong Pui Kwan

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Phone Extension: 2165

# Subject Objectives

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Provide students with detailed knowledge of business communication and report writing enabling students to:

- Acquire practical and oral communication skills
- Use written communication skilfully in different business situations

# Subject Learning Outcomes

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On completion of this subject, student will be able to:

- demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.
- examine the importance of specifying audience and purpose and to select appropriate business communication choices.
- understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument in the business communication.
- participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding.

# Delivery

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## **1. Lecture (3 hours)**

Time: 9.00am – 12.00pm

Day: Friday

Venue: SR 2.3

## **2. Tutorial (2 hours)**

Time: 1.00pm – 2.30pm

Day: Tuesday

Venue: LH2.1

(Schedule is subject to change. Please follow the latest timetable)

Note: Please bring your laptop for both lecture and tutorial sessions

# Prescribed Text

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## Main Reference

Bovee, C.L. & Thill, J.V. (2017) *Business Communication Today* (14th ed.). Prentice Hall.

## Additional References

Guffey, M. E & Loewy, D. (2015). *Essentials of Business Communication*. (10th ed.). South-Western College Pub.

Thill, J. V. & Bovee, C. L. (2016). *Excellence in Business Communication*. (12th ed.). Prentice Hall.

Quintanilla, K. M. & Wahl, S. T. (2016). *Business and Professional Communication: KEYS for Workplace Excellence*. (3rd ed.). SAGE Publications, Inc.

# Subject Material

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All materials and announcements regarding this subject can be obtained from LMS (<https://lms.help.edu.my/>)

# Assessments

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Assignment 1 – 25%

Assignment 2 – 25%

Presentation – 10%

Quizzes–10%

Participation – 10%

Class Activities – 20%

## NOTE

1. Student must attempt ALL assessment
2. **Official documentation must be presented within 3 working days** if you cannot attend quizzes or presentation on the stipulated date. Failure to do so will result in failing the subject



# Assessment Passing Requirements

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To pass this subject you have to meet the following criteria:

- gain at least 50% for the entire subject
  - Please note, the 'raw marks' written on your assignments, etc. may not be exactly the same as the marks used to determine your final grade, as a result of a grade moderation process.
  - The penalty imposed for late submission of assignments is 5% of 100 marks per working day. Any assignments received after 7 working days will be returned with a **zero** grade.
  - Attach the late submission form for any late submission of assignment