****

**COMSATS University Islamabad, Lahore Campus**

**Defence Road, Off Raiwind Road, Lahore**

**COURSE HANDBOOK**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **1** | **Course Title** | | | | Business Communication Workshop | |
| **2** | **Course Code** | | | | HUM 200 | |
| **3** | **Credit Hours** | | | | 3(3,0) | |
| **4** | **Semester** | | | | Spring 2023 | |
| **5** | **Resource Person** | | | | Samar Kamal Fazli | |
| **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:   1. 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. 2. 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. 3. 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. | | | | | | |
| **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**   * 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?   **Activity: Non-Verbal Language Impact on Communication** | | | Chapter 1, Pages 2-33 Guffey & Loewy  PLO  CLO  Bloom level |
| **Week 2** | | | **Listening Skills**   * The characteristics of listening * Keys to effective listening * Overcoming listening barriers * The Active listening concept   **Activity: Listening Model** | | | Chapter 14, Pages 365– 379, Lahiff & Penrose |
| **Week 3** | | | **Business Writing –I**   * 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**   * Improving writing techniques * Researching * Organizing data * Effective sentences | | | Chapter 3, page 58 – 78  Guffey & Loewy |
| **Week 5** | | | **Business Writing -III**   * Revising and proofreading the drafts * The advantages of writing in reader friendly English. (Concise wording, Precise verbs)   **Activity: Writing Assignment** | | | Chapter 4, pages 82 – 102  Guffey & Loewy |
| **Week 6** | | | **E-Mails and Memorandums**   * E-mail messages * Their Importance * Dangers of using e-mail messages haphazardly * Internet ethics * Memos: format, types   **Activity: Email Etiquettes (Discussion)** | | | Chapter 5, Pages 104 – 138,Guffey& Loewy |
| **Week 7** | | | **Preparing Business Letters**   * 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**   * Negative replies * Bad news letters   **Activity: Seminar** | | | Chapter 07, Pages 178 – 210, Guffey& Loewy |
| **Week 10** | | | **Applying For a Job**  CV/ Resume Writing:   * Types of résumé, characteristics of CV writing, organization / formats, common problems in CV writing   Covering Letter:   * Searching for a position, evaluating yourself, writing a good job application   **Activity: CV Writing Workshop** | | | Chapter 13, Pages 404 – 446, Guffey & Loewy |
| **Week 11** | | | **Employment Interviews**   * Types of interviews * Types of questions * Preparation for interviews * During interview strategies   **Activity: Mock Interview** | | | Chapter 14, Pages 450– 481 Guffey & Loewy |
| **Week 12** | | | **Interpersonal Communication**   * Face-to-face communication * Communicating on phone * Communication styles of different people * Ethics of workplace communication   **Activity: Group Discussion on Communication Barriers** | | | Chapter 11, Pages 334 – 347,Guffey& Loewy |
| **Week 13** | | | **Conducting Meetings**   * Determining the purpose * Conducting a structured meeting * Communication skills that achieve results * Communication barriers * Writing minutes of the meetings   **Activity: Simulated Meetings in Class** | | | Chapters 18, Pages 444 – 462, Lahiff & Penrose |
| **Week 14** | | | **Preparing Effective Presentations**   * 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**   * 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  Mid-term Exam 25%  Quizzes 10%  Assignments 15%  Terminal Examination 50%  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(14th 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** | | | | |
| 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.  **Plagiarism** can include the following:   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.:    1. purchase of a paper from a commercial service, including internet sites, whether pre-written or specially prepared for the student concerned    2. 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.    1. when a candidate communicates, or attempts to communicate, with a fellow candidate or individual who is neither an invigilator or member of staff    2. copies, or attempts to copy from a fellow candidate    3. 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 device    4. 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.   These definitions apply to work in whatever format it is presented, including written work, online submissions, groupwork and oral presentations. | | | | | | |
| **15.** | **Attendance Policy** | | | | | |
| Every student must attend 80% of the lectures/seminars delivered in this course. | | | | | | |