

## Information Systems Stream 2016

<u>YEAR: FIRST YEAR COURSE</u> <u>( COMPULSORY)</u>			<u>SUBJECT : BUSINESS COMMUNICATIONS</u>	
<u>LECTURER/S</u>	<u>SEMESTER</u>	<u>COURSE CODE</u>	<u>LECTURES</u>	<u>PRACTICAL</u>
<u>DR.AYE/SDG</u>	<u>2</u>	<u>IS 1009</u>	<u>2 HOURS</u>	<u>NA</u>
<u>EVALUATION CRITERIA</u>		<u>ASSIGNMENT: 40%</u>		<u>FINAL PAPER: 60%</u>
<u>LEARNING OBJECTIVES</u>	<u>- Identify the nature of business communication and its role within the business environment</u> <u>- Apply the process of business communication effectively within the organization</u> <u>-Identify ethical, legal, cultural, and global issues affecting business communication.</u> <u>- Manage, enhance and develop business correspondence skills in the workplace</u> <u>- Participate in team activities that lead to the development of collaborative work skills.</u> <u>- Identify and practice basic negotiation skills</u> <u>-Develop active listening skills</u> <u>- Deliver effective presentations &amp; speeches even in contexts that may require either extemporaneous or impromptu oral presentations</u> <u>-Identify the importance of conducting effective meeting skills</u> <u>-Identify the importance of effective telephone skills</u> <u>- Face interviews with confidence</u> <u>- Compose and revise accurate business documents using computer technology, maintaining professionalism</u>			

	<ul style="list-style-type: none"> <li>- <u>Use referencing accurately in academic and formal writing</u></li> <li>- <u>Identify the most suitable technique (summarizing/ paraphrasing/ quoting) to express someone else's idea avoiding plagiarism</u></li> <li>- <u>Summarize and paraphrase texts accurately</u></li> </ul>
<b><u>COURSE CONTENTS</u></b>	<p><b>Topics</b></p> <p><b>Oral Communication</b></p> <ul style="list-style-type: none"> <li>▪ Introduction to Business Communications <ul style="list-style-type: none"> <li>○ Communication and its importance</li> <li>○ Types of communication</li> <li>○ The Johari Window</li> <li>○ Barriers to Communication</li> </ul> </li> <li>▪ The Current Context of Business Communications <ul style="list-style-type: none"> <li>○ Soft skills</li> <li>○ Projecting professionalism</li> <li>○ Culture and communication</li> </ul> </li> <li>▪ Teamwork Skills <ul style="list-style-type: none"> <li>○ Teams</li> <li>○ Stages in team development</li> <li>○ Strategies for creating effective teams</li> <li>○ Negotiation</li> </ul> </li> <li>▪ Negotiation Skills <ul style="list-style-type: none"> <li>○ Effective verbal communication</li> <li>○ Listening</li> <li>○ Reducing misunderstandings</li> <li>○ Rapport building</li> <li>○ Problem solving</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ Decision Making</li> <li>○ Assertiveness</li> <li>○ Dealing with difficult situations</li> <li>▪ Effective Speaking &amp; Presentation Skills <ul style="list-style-type: none"> <li>○ Physical message</li> <li>○ Story message</li> <li>○ Visual message</li> </ul> </li> <li>▪ Meeting Skills <ul style="list-style-type: none"> <li>○ The purpose of meetings</li> <li>○ Components of a meeting</li> <li>○ Types of meetings</li> <li>○ Planning &amp; preparing for a meeting</li> <li>○ How to run a meeting</li> </ul> </li> <li>▪ Telephone Skills <ul style="list-style-type: none"> <li>○ Positive greeting</li> <li>○ Active listening</li> <li>○ Taking Control</li> <li>○ Resolving the issue</li> <li>○ Telephone etiquette</li> </ul> </li> <li>▪ Job Interviews <ul style="list-style-type: none"> <li>○ Introduction</li> <li>○ Groundwork before an interview</li> <li>○ Facing the interview</li> <li>○ Concluding the interview</li> <li>○ Telephonic or video interviews</li> </ul> </li> </ul>
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	<p><b>Written Communication</b></p> <ul style="list-style-type: none"> <li>▪ Business writing <ul style="list-style-type: none"> <li>○ Business letters</li> <li>○ Emails</li> <li>○ Memos</li> </ul> </li> <li>▪ Cover letters and CVs <ul style="list-style-type: none"> <li>○ Cover letters</li> <li>○ CVs</li> </ul> </li> <li>▪ Report Writing <ul style="list-style-type: none"> <li>○ Introduction</li> <li>○ Different types of reports</li> <li>○ Writing a report</li> </ul> </li> <li>▪ Referencing <ul style="list-style-type: none"> <li>○ Introduction</li> <li>○ Importance of referencing</li> <li>○ How to refer</li> </ul> </li> <li>▪ Summarizing and paraphrasing <ul style="list-style-type: none"> <li>○ Summarizing text</li> <li>○ Paraphrasing Text</li> </ul> </li> </ul>
<b><u>RECOMMENDED READINGS</u></b>	<ul style="list-style-type: none"> <li>▪ <u>RAHAMAN M.,SHARMA S., (2011), TECHNICAL COMMUNICATION PRINCIPLES AND PRACTICE, 2<sup>ND</sup> EDITION, OXFORD UNIVERSITY PRESS.</u></li> <li>▪ <u>MUNTER, M. (2002) GUIDE TO MANAGERIAL COMMUNICATION. (6TH ED).PRENTICE HALL SERIES IN ADVANCED BUSINESS COMMUNICATION.</u></li> </ul>

	<ul style="list-style-type: none"> <li>▪ <u>MITRA B.K., (2011), PERSONALITY DEVELOPMENT &amp;SOFT SKILLS, OXFORD UNIVERSITY PRESS.</u></li> <li>▪ <u>HTTP://WWW.TOASTMASTERS.ORG/RESOURCES/PUBLIC-SPEAKING-TIPS</u></li> </ul>
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