

University of Dhaka
Institute of Information Technology
Bachelor of Science in Software Engineering

Course Name: **Business Communication**

Course Code: **BUS 503**

Credit: Three (3) [Theory-3 Lab-0]

Course Instructor: Md. Iftekharul Amin

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Course Outline

Course description

In this course students will learn the techniques and processes involved in writing, speaking specially communicating effectively in the real life business world. They will learn to apply the direct pattern to business correspondence. Also, they will develop report presentation skills by writing reports and then adapting them for oral presentation. The course will equip the students with the required skills to write effective job application letters & resumes. They will learn to conduct and participate in meetings. Competent language usage will be emphasized throughout the course, as will individual and group work. Finally, this course will equip the participants with the essential professional communication skills & the right attitude required to excel in the workplace.

Course objectives

Upon successful completion of this course, the student should be able to:

- A. Identify the different ways people communicate. Describe the process of communication.
- B. Write effective sentences and paragraphs.
- C. Create business memos using appropriate business styles and techniques.
- D. Write a variety of business letters to cover varying business applications.
- E. Identify the goals of communication.

- F. Conduct audience analysis & customize messages accordingly.
- G. List the barriers to communication and propose the means of overcoming common barriers to communication.
- H. Name the major categories of communication equipment and their effects on business communication.
- I. Compare direct and indirect patterns for organizing ideas.
- J. Choose the most correct and effective words to make a point.
- K. Analyze and respond to the reader's needs.
- L. Evaluate a message to judge its success.
- M. Understand & apply the characteristic elements of effective writing.
- N. Identify the characteristics of and develop written documents utilizing the characteristics for good news, routine, neutral, bad news, negative, and persuasive letters messages.
- O. Research, outline, and write a research report.
- P. Demonstrate effective techniques for oral presentations. Prepare and deliver short oral presentations
- Q. Understand the role of listening in oral communication. Explain the steps to improving listening skills.
- R. Analyze how information is transmitted through nonverbal messages.

Recommended References

- *Business Communication. Connecting in a Digital World* By: Raymond V. **Lesikar**, Marie E. Flatley, Kathryn Rentz, Paul Lentz and Neerja Pande. Mc Graw Hill.

Grading Policy

MARKING SCHEME

ATTENDANCE	5%
ASSIGNMENTS & QUIZ	10%
MID TERM	20%
FINAL	50%
TERM PAPER (SUBMISSION + PRESENTATION)	15%
TOTAL	100%

POLICY REGARDING AWARDING LETTER GRADES:

As per University rules

Typical Graded Assignments (Methods of Evaluation)

1. Students are graded on assignments, tests, and attendance.
2. Students are also required to write a formal report and give an oral presentation.
3. Students are expected to attend class regularly and are given points for regular attendance.

Supplementary Policies:

1. All assignments, including the mid-term test and the final exam, must be completed to receive a passing grade.
2. Use of cell phones, Laptops and headsets is not allowed in class or in any test or exam room.
3. Unless otherwise specified, all assignments must be students' individual, unaided work. Plagiarism (unauthorized or unacknowledged use of others' work, including copying from peers) is a serious academic offense.
4. You are responsible for your learning and for seeking help when you need it.
5. Presentations will be both group and individual. All group members must be present & participate when there is a group presentation. Any one absent in a group presentation will not receive any marks for the particular presentation.
6. Social loafers for all sorts of group exercises will be identified and will be punished to the extreme.

Note:

This Course outline and any rules etc. mentioned here is a rough guideline for the course, and may change or be modified if the need arises at the discretion of the course instructor.