



Lahore University of Management Sciences

MGMT 212 – Business Communication

Summer Semester 2024

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Course URL (if any)	

Course Teaching Methodology (Please mention following details in plain text)

- Teaching Methodology: Synchronous
- Lecture details: interactive

Course Basics

Credit Hours	3			
Lecture(s)	Nbr of Lec(s) Per Week	4	Duration	90 mins
Recitation/Lab (per week)	Nbr of Lec(s) Per Week	-	Duration	
Tutorial (per week)	Nbr of Lec(s) Per Week	-	Duration	

Course Distribution

Core	Yes (Max – 45 students)
Elective	Yes (Max – 40 students)
Open for Student Category	
Close for Student Category	

COURSE DESCRIPTION

Business Communication trains students on how to communicate in a professional context. Students will learn how to deliver coherent presentations, compose formal documents and engage in directed discussions. The course welcomes students from all academic backgrounds who wish to burnish their skills in writing and speaking. The assignments encourage attention to details, research and iteration.

Business Communication course will equip students with the effective writing and oral communication skills. It is based on belief in customer focus, employee empowerment, continuous improvement and systematic management. Values and Ethics are some of the major features being focused throughout the course as the effective communication and presentation is based on a relationship with the audience through trust building and networking, which is not possible through unethical means.

Students would be able to apply analytical thinking and problem solving skills once they are active listeners through a



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2-way communication. During the course, students would be required to use information technology to prepare well not only for the individual lectures but also for their assignments and presentations. Course is designed in such a way that students would be able to work in teams and would be required to interact with the organizations to get the exposure of the diverse and multicultural environments (online as well as offline).

Students may also get an exposure to the primary or secondary level public sector academic institutes to learn about their problems and empathize how the students are surviving and growing in this environment. They would also be able to appreciate the students passing through a learning curve in an unstructured context representing the marginalized members of the society. The alternative assignment could be the autobiography of a student keeping in view the ERRC Model of Blue Ocean Strategy – a kind of reflective and self-exploratory mechanism to create a mind-set of self-reflectivity and self-reflexivity. The whole course revolves around sense-making communications to produce desired results, which would result in a right decision, at the right time in the right situation for the right target audience. This course would also help the students learn how to manage their relationships through problem solving and decision making.

COURSE PREREQUISITE(S)

N/A

COURSE OBJECTIVES

1. Realize the modes of communication that are common in the professional world and the contexts in which they arise.
2. Develop writing and discussion styles that are distinctive yet encompass the rudiments of precision, brevity, formality and courtesy.
3. Become comfortable working on assignments that involve planning, market research, teamwork and multiple iterations.
4. Become comfortable critiquing the work of self and others as part of a process of incremental improvement

LEARNING OUTCOMES

1. Students will realize the relative significance of content, language and formatting in deliverables
2. Students will have a grasp of jargon and concepts that are commonly used in communicating in the professional world
3. Students will feel more comfortable marketing both themselves and their ideas in the professional world

UNDERGRADUATE PROGRAM LEARNING GOALS & OBJECTIVES

General Learning Goals & Objectives

Goal 1 –Effective Written and Oral Communication

Objective: Students will demonstrate effective writing and oral communication skills

Goal 2 –Ethical Understanding and Reasoning

Objective: Students will demonstrate that they are able to identify and address ethical issues in an organizational context.

Goal 3 – Analytical Thinking and Problem-Solving Skills

Objective: Students will demonstrate that they are able to identify key problems and generate viable solutions.



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Goal 4 – Application of Information Technology

Objective: Students will demonstrate that they are able to use current technologies in business and management context.

Goal 5 – Teamwork in Diverse and Multicultural Environments

Objective: Students will demonstrate that they are able to work effectively in diverse environments.

Goal 6 – Understanding Organizational Ecosystems

Objective: Students will demonstrate that they have an understanding of Economic, Political, Regulatory, Legal, Technological, and Social environment of organizations.

Major Specific Learning Goals & Objectives

Goal 7 (a) – Program Specific Knowledge and Understanding

Objective: Students will demonstrate knowledge of key business disciplines and how they interact including application to real world situations.

Goal 7 (b) – Understanding the “science” behind the decision-making process (for MGS Majors)

Objective: Students will demonstrate ability to analyze a business problem, design and apply appropriate decision-support tools, interpret results and make meaningful recommendations to support the decision-maker

IMPORTANT POLICIES AND NORMS OF PARTICIPATION

1. Add-drop: There is no add/drop in this course. All the activities in add/drop can be included in the final evaluations. Weekend Readings and Quizzes can be taken at any time, including the classes in the add-drop period. Thus, if any student does not wish to seriously pursue this course, it is recommended that he/she should drop it before the start of the classes.
2. ***"SDSB Undergraduate Attendance Policy will be applicable and will supersede any existing policy already mentioned in the outline from Spring Semester 2024 onwards."***
3. Graded Office Hours: An important addition to this course is the graded office hours with the TAs. Since teamwork is very important, the groups will need to meet with the TAs to determine the progress of their projects. A percentage of your project will be graded according to these meetings and the participation of each group member.
4. Any distraction such as using mobile during the sessions is not allowed. In case of any non-seriousness, you might fail the course without knowing about it.
5. Cheating obviously will lead to an “F” as well as initiating DC action against you.
6. In class, you are requested to display your name (first two), your batch (first letter) and your program (first letter).
For example: Eman Raza S/M
Where “S” is for Senior, “M” is for Management Science

For Reference:
Batch: S for Senior, J for Junior, Soph for Sophomore
Program: A for ACF, M for Management Science, E for Econ, L for Law, P for Physics and so on.



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GRADING BREAKUP AND POLICY

Class Participation (10%): Students are expected to prepare pre-assigned readings and share their opinions/critical analysis on different subjects. Grading is relative where the ability to engage in a dialogue and illustrate principles through personal experiences is rewarded.

Graded Office Hours (5%): Graded office hours with the TAs (with the instructor in some cases) before and after the important sessions.

Assignments (15%): This includes weekend Readings/Assignments/In-class exercises. Students are expected to submit assignments on an individual basis before coming to the class. Students are also expected to submit in-class exercises on an individual basis.

Quizzes (15%): Based on readings, case studies and class discussions (expect announced and unannounced quizzes).

Term Projects (30%): There will be two projects - Individual project and group project. These can be any of the following:

- i) Interviewing an entrepreneur (Forced Groups by the instructor)
- ii) Reading a book or an article on the subject and presenting the key learning points to the class
- iii) Presenting a sales pitch for an existing product/service
- iv) Developing an autobiography on individual basis/ presenting one's life experience

Final Project (25%): Developing Communication Strategy of a department or a subsection of a bigger department in LUMS or outside LUMS (ideally like a case study): Each group will have to work on a department exclusively. No two groups can identify the same department. You might be asked to form your own groups for the final assignment - To help students in improving their write up and facilitate them in writing in a case study style.

Final evaluation of this course will be done through Triangulation (Student's performance, TAs input/perception, instructor's perception/evaluation, peer evaluation and general attitude of the students during the process). Each group member will have to identify his / her contribution while submitting the group exercises.

EXAMINATION DETAIL

Midterm Exam	Yes/No: No Combine Separate: Duration: Preferred Date: Exam Specifications:
Final Exam	Yes/No: No Combine Separate: Duration: Exam Specifications:



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Lecture/ Module	Topics	Objectives/ Application
1.	Introduction and Course Overview Announcement of first assignment	Understand what aspects of communication are necessary for graduates. Overview of policies, instruments and grading for the course and expectations from both instructor and students
2.	The business communication process	To understand the elements of the process
3.	The business communication process	
4.	Case Studies: 3 – LA-Z-BOY Inc.	We will discuss business cases that illustrate communication challenges in organizations. The focus will be on understanding how to communicate with internal and external stakeholders, and the challenges of inter-departmental communications.
5.	Presentation Skills for professionals – some flavor of public speaking on random topics Understanding Body Language (Gestures)	Delivery style with a focus on engaging the audience and handle Q&A To understand – what do some of the gestures stand for in our day-to-day life?
6.	Business writing	
7.	Individual/Group Student Presentations 1	These sessions will allow each student to present once as an individual as well as a group member. Individual feedback will be provided in the hope that shortcomings can be ironed out before the final presentation.
8.	Individual/Group Student Presentations 2	
9.	Feedback session	
10.	Apple Inc.	To illustrate communication challenges in organizations. The focus will be on understanding how to communicate with internal and external stakeholders, the use of press releases and the challenges of inter-departmental communications.
11.	Email Etiquettes	The lecture covers the top tips for email etiquette that everyone needs to be aware of and follow.
12.	Feedback on email + Mid submission	
13.	How to make a resume and cover letter and identify your special skills	In order to learn, how to develop and align the three documents before applying to any job.
14.	Mock Interviews: how to behave in an interview	Mock Interviews – Online interviews with 2-3 volunteers to generate hands-on learning on how to behave in an interview
15.	Digital Resume	
16.	Some guidance on the project and report writing / Work on Communication Strategy Assignment	Students will prepare a case study type document, while working on the communication strategy of a department/sub-department
17.	Linkedin	The session will focus on how to leverage Linkedin
18.	Elevator pitch	
19.	JC Penny case	Case discussion
20.	Team Building/ Team communication.	In-class exercise
21.	Work on Communication Strategy Assignment	Students will prepare a case study type document, while working on the communication strategy of a department/sub-department
22.	Team Presentations: 1	The final team presentations where all students are expected to be active members of the audience
23.	Team Presentations: 2	
24.	Wrap Up	Discussion on lessons learnt



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Textbook(s)/Supplementary Readings

Handouts, exercises and readings will be updated through the semester. Expect some change in the content/cases/readings during the course. I wish you good luck with your participation in this course.

Other useful information about the course

Method of instructions:

Class will consist of lectures, discussions, videos, cases and activities to enrich learning.

It is essential that you:

1. Prepare for the classes. Please read the assigned reading(s)/cases before each class.
2. Attend all classes.
3. Actively contribute to class discussions and activities.
4. Thoroughly and thoughtfully complete assignments.

Plagiarism

University's ethics code applies.