**University of Dhaka**

**Institute of Information Technology**

**Bachelor of Science Software Engineering**

Course Name: **Business Communication**

Course Code: **BUS 503**

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

Course Instructor: Md. Iftekharul Amin

Assistant Professor, IBA

University of Dhaka

Mobile: 01678671035

Email: [miamin@iba-du.edu](mailto:miamin@iba-du.edu)

### 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:

* 1. Identify the different ways people communicate. Describe the process of communication.
  2. Write effective sentences and paragraphs.
  3. Create business memos using appropriate business styles and techniques.
  4. Write a variety of business letters to cover varying business applications.
  5. Identify the goals of communication.
  6. Conduct audience analysis & customize messages accordingly.
  7. List the barriers to communication and propose the means of overcoming common barriers to communication.
  8. Name the major categories of communication equipment and their effects on business communication.
  9. Compare direct and indirect patterns for organizing ideas.
  10. Choose the most correct and effective words to make a point.
  11. Analyze and respond to the reader's needs.
  12. Evaluate a message to judge its success.
  13. Understand & apply the characteristic elements of effective writing.
  14. Identify the characteristics of and develop written documents utilizing the characteristics for good news, routine, neutral, bad news, negative, and persuasive letters messages.
  15. Research, outline, and write a research report.
  16. Demonstrate effective techniques for oral presentations. Prepare and deliver short oral presentations
  17. Understand the role of listening in oral communication. Explain the steps to improving listening skills.
  18. Analyze how information is transmitted through nonverbal messages.

# Recommended References

* *Business Communication. Making Connections in a Digital World* By: Raymond V. Lesikar, Marie E. Flatley, Kathryn Rentz, Neerja Pande. Irwin Mc Graw Hill.

# Grading Policy

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

# POLICY REGARDING AWARDING LETTER GRADES:

As per University rules