



FAKULTI PENGURUSAN DAN INDUSTRI HALAL

PROGRAM	Diploma Pengurusan Muamalat
COURSE NAME	Business Communication 1
COURSE CODE	DBC 1112
CREDIT HOUR	2
SYNOPSIS	Good communication has always been essential for business, it is more so today. To be an effective business communicator one to develop communication strategy as well as know the rudiments in writing and speaking skills. This subject provides opportunities through exercises, demonstration and presentation to develop speaking skills.
COURSE STRUCTURE	
CHAPTER	TOPICS
1	Communication 1.1 Introduction to communication 1.2 The importance of effective communication 1.3 The communication processes 1.4 Communication in organization 1.4.1 Formal channel 1.4.2 Informal channel
2	Ethics and Public Speaking 2.1 Guidelines for ethical speaking 2.2 Plagiarism 2.3 Guidelines for ethical listening 2.4 Guidelines for ethical listening



3	Listening 3.1 Listening and critical thinking 3.2 Causes of poor listening 3.3 How to become a better listener
4	Analyzing the audience 4.1 Demographic audience analysis 4.2 Situation audience analysis 4.3 Adapting to the audience
5	Selecting a topic and preparation 5.1 How to choose topics 5.2 Determining general purpose 5.3 Specific purpose and phrasing central idea 5.4 Gathering materials, supporting ideas 5.5 Organizing the body of speech; Beginning and ending the speech 5.6 Outlining the speech
6	Presentation 6.1 Delivery 6.2 Visual aids 6.3 Delivery 6.4 Visual aids
7	Meetings 7.1 Introduction to meeting 7.2 Types of meeting 7.3 Ethics in meeting



References:	<ol style="list-style-type: none"><li data-bbox="414 168 1356 205">1. Elmhorst, R. A. (2019). Communicating at Work (12th ed.). Mc Graw Hill.<li data-bbox="414 241 1295 279">2. Lucas, S. (2020). The Art of Public Speaking (13th ed.). McGraw Hill.
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