



FAKULTI TEKNOLOGI DAN KEJURUTERAAN

| | |
|-------------------------|---|
| PROGRAM | Diploma in Accountancy |
| COURSE NAME | BUSINESS COMMUNICATION |
| COURSE CODE | MGT269 |
| CREDIT HOUR | 3 |
| SYNOPSIS | This course focuses on main aspects of business communication 1.1. Report writing 1.2. Meetings 1.3. Business Letters 1.4. Job Application and Interviews 1.5. Public speaking and Presentation skills This course introduces the above components to help students understand various aspects of business communication and to acquire the skills of good business communication as demanded by employers. The course stresses on correct language and appropriate business attitude in speaking and writing. The course presents a picture of communication in the business world |
| COURSE STRUCTURE | |
| CHAPTER | TOPICS |
| 1 | Introduction 1.1 What is Business Communication? 1.2 Purpose of Business Communication 1.3 Types and forms of communication 1.4 Channel of Communication 1.5 Communication Process 1.6 Communication Barriers |
| 2 | Visual Communication 2.1 Types of Visual Aids 2.2 Effective Visual Aids for oral presentation 2.3 Information Transfer |
| 3 | Report Writing 3.1 Definition of Report 3.2 Function (Purpose) of a Report 3.3 Characteristics of a good Report 3.4 Types of report 3.5 Writing Process for Reports & Proposals 3.6 Components of a Formal Report 3.7 Oral Presentation |



| | |
|--------------------|--|
| 4 | Meetings 4.1 Purposes of Meetings 4.2 Roles and duties of office bearers and committee members 4.3 Types of Meetings 4.4 Requisites of valid Meetings 4.5 Documents of Meetings 4.6 Notice of the Meetings 4.7 Agenda of the Meeting 4.8 Minutes of the Meeting |
| 5 | Business Letters and Memoranda 5.1 Introduction to Business Letters 5.2 Reasons for Business Letters 5.3 Formats of Business Letters 5.4 Types of Business Letters 5.5 Letters of Enquiry 5.6 Replies to Letter of Inquiry 5.7 Letters of Order 5.8 Letters of Complaint 5.9 Memoranda |
| 6 | Job Application and Resume 6.1 Resume Writing and Job Application 6.2 Types of Resume 6.3 Format and Styles of Resume Writing 6.4 Job Application Letters 6.5 Application Follow -Ups |
| 7 | Job Interview 7.1 Preparation of Questions likely asked during interview 7.2 Preparation before, during and after interview 7.3 Interpersonal skills |
| References: | Taylor, Shirley, <i>Communication for Business</i> , Pearson Education Ltd, 2005, ISBN: n/a |