



FAKULTI PENGURUSAN DAN INDUSTRI HALAL

PROGRAM	Diploma Pengurusan Industri Halal
COURSE NAME	Business Communication 1
COURSE CODE	DHC 2112
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 process 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
3	Listening 3.1 Listening and critical thinking 3.2 Causes of poor listening 3.3 How to become a better listener
4	Analysing the audience 4.1 Demographic Audience Analysis 4.2 Situation Audience Analysis 4.3 Adapting to the Audience



5	Selecting a topic presentation 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
7	Meetings 7.1 Introduction to Meeting 7.2 Types of Meeting 7.3 Ethics in meeting
References	<ol style="list-style-type: none">1. Dale Carnegie & J.B. Esenwein (2017). "The Art of Public Speaking (Paperback)". US: Ixia Press2. Mable Chan (2020). "English for Business Communication (1st Edition)". Routledge, London.