



**FAKULTI PENGURUSAN DAN INDUSTRI HALAL**

<b>PROGRAM</b>	<b>Diploma Pengurusan Industri Halal</b>
<b>COURSE NAME</b>	<b>Business Communication 2</b>
<b>COURSE CODE</b>	<b>DHC 3223</b>
<b>CREDIT HOUR</b>	<b>3</b>
<b>SYNOPSIS</b>	<p>This course consists of five main components: Presentation skills, Report Writing, Business Letters and Memorandum, Meetings and Interview. The course introduces and integrates all of the above components to help students to read, write, understand, interpret and present the information in reports, to help students to write essential business letters and memos, and finally to prepare students to participate in and conduct meetings, write minutes and attend job interviews. The course stresses the language use in the teaching of these components.</p>
<b>COURSE STRUCTURE</b>	
<b>CHAPTER</b>	<b>TOPICS</b>
<b>1</b>	<p><b>Introduction to Business Communication</b></p> <ul style="list-style-type: none"><li>1.1 Definition</li><li>1.2 Objective of the company</li><li>1.3 The basic forms of communication</li><li>1.4 Non-verbal communication</li><li>1.5 Verbal communication</li><li>1.6 Functions and forms of organizational communications</li><li>1.7 The communication process</li><li>1.8 Types of communication</li><li>1.9 Communication barriers</li><li>1.10 How to overcome barriers in communication</li></ul>
<b>2</b>	<p><b>Report Writing</b></p> <ul style="list-style-type: none"><li>2.1 Definition of a report</li><li>2.2 Functions of a report</li><li>2.3 Characteristic of a good report</li><li>2.4 Mechanics of report writing (to include editing and proof-reading)</li><li>2.5 Planning the report ( Determining the problem, Considering the audience, Conducting the research, Writing questionnaire, Interview questions, Analyzing the data, Preparing the outline)</li><li>2.6 Parts of a schematic analytical report (Preliminary material, Title page, Acknowledgement, Table of contents, Abstract/summary, Body of the report, Introduction/terms of reference, Methodology)</li><li>2.7 Findings, Conclusions Recommendations, Appendix materials, Oral presentation of the report)</li><li>2.8 Preparation and delivery of the report ( Use of audio visual aids Equipment)</li></ul>



<b>3</b>	<b>Visual Communications</b>  3.1 The benefits of using visual aids 3.2 Types of visual aids 3.3 Planning visual aids 3.4 Tips for effective visual presentation 3.5 Powerpoint visual presentation tips 3.6 Tips for using visual communication tools
<b>4</b>	<b>Meetings</b>  4.1 Definition 4.2 Purpose of meetings 4.3 Advantages of having meeting 4.4 Requisites of a valid meeting 4.5 Types of meetings 4.6 Documents of a meetings 4.7 Procedures of meetings 4.8 Types of committee 4.9 Terminology of meetings
<b>5</b>	<b>Business Letters and Memo</b>  5.1 Essential qualities of a good business letter 5.2 Letter formats 5.3 Principal parts of a letter 5.4 Punctuation styles 5.5 Types of letters 5.6 Memorandum
<b>6</b>	<b>Job Applications and Resume</b>  6.1 Types of application letter 6.2 The contents of application letter 6.3 The resume 6.4 Resume checkup 6.5 Tips for writing resume 6.6 Resume bloopers 6.7 Things to avoid in resume
<b>7</b>	<b>Interview</b>  7.1 Definition 7.2 Methods for soliciting interviews 7.3 Types of interviews 7.4 Before the interview 7.5 During the interview 7.6 7.6 After the interview 7.7 Types of follow-up letters



<b>References</b>	<ol style="list-style-type: none"><li data-bbox="456 191 1395 254">1. Sue Camp and Marilyn Satterwhite (2019). College English and Business Communication 11th Edition. McGrawHill.</li><li data-bbox="456 275 1395 338">2. Excellent in Business Communication, 12th edition. John V. Thill. Courtland L.Bovee. C. Allen Paul (Pearson) (2017)</li><li data-bbox="456 359 1395 422">3. Essential of business communication, 10th edition. Marry Ellen Guffey. Dana Loewy. (2016)</li></ol>
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