



**FAKULTI PENGURUSAN DAN INDUSTRI HALAL**

<b>PROGRAM</b>	<b>Diploma in Halal Product Manufacturing</b>
<b>COURSE NAME</b>	<b>Business Communication 1</b>
<b>COURSE CODE</b>	<b>DHM 2002</b>
<b>CREDIT HOUR</b>	<b>3</b>
<b>SYNOPSIS</b>	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.
<b>COURSE STRUCTURE</b>	
<b>CHAPTER</b>	<b>TOPICS</b>
<b>1</b>	<b>Communication</b> 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
<b>2</b>	<b>Ethics and Public Speaking</b>  2.1 Guidelines for ethical speaking 2.2 2.2 Plagiarism 2.3 2.3 Guidelines for ethical listening 2.4 Guidelines for ethical listening
<b>3</b>	<b>Listening</b>  3.1 Listening and critical thinking 3.2 Causes of poor listening 3.3 How to become a better listener
<b>4</b>	<b>Analysing the audience</b>  4.1 Demographic audience analysis 4.2 Situation audience analysis 4.3 Adapting to the audience



<p><b>5</b></p>	<p><b>Selecting a topic preparation</b></p> <p>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</p>
<p><b>6</b></p>	<p><b>Presentation</b></p> <p>6.1 Delivery  6.2 Visual aids  6.3 Delivery  6.4 Visual aids</p>
<p><b>7</b></p>	<p><b>Meetings</b></p> <p>7.1. Introduction to meeting  7.2. Types of meeting  7.3. Ethics in meeting</p>
<p><b>References:</b></p>	<ol style="list-style-type: none"> <li>1. Jan Dyer O'neil (2016), "T.h.i.n.k.: The Key to Business Communication Success", US: Morgan James</li> <li>2. Osborne and Fardon (2015), "Business Communications and Personal Skills"; Great Britain: Osborne Books Ltd</li> <li>3. Gerald Levitch (2014), "Business Communications Basics: A Guide to Concise Writing and Correct Style", US: Createspace Independent Publisher</li> <li>4. Stephen E. Lucas (1995), "The Art of Public Speaking", International Edition. New York:, Mc Graw Hill</li> <li>5. Loius E. Boone, David L Kurtz (1994), Contemporary Business Communication, New Jersey: Prentice Hall</li> <li>6. Thill and Bovee (1994), "Excellence in Business Communication, "New York: Mc Graw Hill</li> </ol>