



FAKULTI PENGURUSAN DAN INDUSTRI HALAL

PROGRAM	Diploma in Halal Product Manufacturing
COURSE NAME	Business Communication Ii
COURSE CODE	DHM 3002
CREDIT HOUR	2
SYNOPSIS	This course consists of five main component :Presentation skills, Report Writing, Business Letters and Memorandum, Meetings and Interview. The course introduces and intergrates 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.
COURSE STRUCTURE	
CHAPTER	TOPICS
1	Introduction to Business Communication 1.1 Definition 1.2 Objective of the company 1.3 The basic forms of communication 1.4 Non-verbal communication 1.5 Verbal communication 1.6 Functions and forms of organizational communications 1.7 The communication process 1.8 Types of communication 1.9 Communication barriers 1.10 How to overcome barriers in communication
2	Report Writing 2.1 Definition of a report 2.2 Functions of a report 2.3 Characteristic of a good report 2.4 Mechanics of report writing (to include editing and proof-reading) 2.5 Planning the report (Determining the problem,Considering the audience, Conducting the research, Writing questionnaire, Interview questions,Analyzing the data,Preparing the outline) 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)



	<p>2.7 Findings, Conclusions Recommendations, Appendix materials, Oral presentation of the report)</p> <p>2.8 Preparation and delivery of the report (Use of audio visual aids Equipments)</p>
3	<p>Visual Communications</p> <p>3.1 The benefits of using visual aids</p> <p>3.2 Types of visual aids</p> <p>3.3 Planning visual aids</p> <p>3.4 Tips for effective visual presentation</p> <p>3.5 Powerpoint visual presentation tips</p> <p>3.6 Tips for using visual communication tools</p>
4	<p>Meetings</p> <p>4.1 Definition</p> <p>4.2 Purpose of meetings</p> <p>4.3 Advantages of having meeting</p> <p>4.4 Requisites of a valid meeting</p> <p>4.5 Types of meetings</p> <p>4.6 Documents of a meetings</p> <p>4.7 Procedures of meetings</p> <p>4.8 Types of committee</p> <p>4.9 Terminology of meetings</p>
5	<p>Business Letters And Memo</p> <p>5.1 Essential qualities of a good business letter</p> <p>5.2 Letter formats</p> <p>5.3 Principal parts of a letter</p> <p>5.4 Punctuation styles</p> <p>5.5 Types of letters</p> <p>5.6 Memorandum</p>
6	<p>Job Applications And Resume</p> <p>6.1 Types of application letter</p> <p>6.2 The contents of application letter</p> <p>6.3 The resume</p> <p>6.4 Resume checkup</p> <p>6.5 Tips for writing resume</p> <p>6.6 Resume bloopers</p> <p>6.7 Things to avoid in resume</p>



7	Interviews 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. After the interview 7.7. Types of follow-up letters
References:	<ol style="list-style-type: none">1. The Art of public speaking. Stephen Lucas. S. Paul. McGraw-Hill Education, (2019)2. Excellent in Business Communication, 12th edition. John V. Thill. Courtland L. Bovee. C. Allen Paul (Pearson) (2017)3. Essential of business communication, 10th edition. Marry Ellen Guffey. Dana Loewy. (2016)4. The Interpersonal Communication Playbook. Michael Gamble and Teri Gamble. (SAGE Publication) (2019)5. Mohd Noor Fawzi bin Baharum & Shamshul Anaz bin Kassim, Business Communication, Institut Perkembangan Pendidikan (InED) - UiTM, 2004.