



BCC 1370- Business Communication I
Course Outline- 2024
 Business Communication Unit
 Faculty of Management Studies and Commerce
 University of Sri Jayewardenepura

Year and Semester	YEAR I, SEMESTER I		
Course Code:	BCC 1370		
Course Title:	Business Communication I		
Core/ Elective:	Core		
No of Credits	3		
Name of the Course Coordinator	Mr. Indumini Kaviratne		
Contact Details	kaviratne@sjp.ac.lk		
Lecture Time and Hall	Refer to LMS and/or BCU notice board		
Prerequisites	Not Applicable		
Notional Hours	Direct Contact Hours (Specify as Teaching, Practical (Lab Session, simulation , etc), Assessment)	Other Notional Hours (Independent Learning- peer collaborative learning and LMS)	Total
	Theory- 42 hrs (3 lecture hours*14 weeks) Practical (Activities related to language skills development and assignments)- 45 hrs (1-3 hours*15 weeks)	63 hrs	150
Aim/s of the Course	The aim of this course is to equip undergraduates with necessary learning skills and develop communication skills.		
Course Description	This course guides students to develop their learning skills such as read and extract information in texts for a variety of purposes, write unified paragraphs and obtain information from auditory texts. Further, it enhances the communication competencies (oral and written skills) of students to use the language confidently and effectively in contexts such as telephoning, emailing and business letter writing.		

	Overall, this course assists the students in laying the foundation to equip them with essential four communication skills (namely reading, writing, listening and speaking) to operate in professional and academic environments.
Intended Learning Outcomes of the Course (ILOs)	<p>ILOs</p> <p><i>Reading and Writing</i></p> <ol style="list-style-type: none"> 1. To identify the main and supporting ideas in a text. 2. To understand internal cohesion (E.g. within a paragraph) and write a unified paragraph (7—10 sentences) in an effective and coherent paragraph with a clear topic statement and supporting sentences using cohesive devices. 3. To use all basic tenses appropriately to convey meaning with a fair degree of accuracy and fluency. 4. To distinguish relevant from irrelevant information and make use of it in answering questions about the passage. 5. To write memos, emails and business letters of inquiry. 6. To identify different levels of formality and norms of inclusivity in written communication. 7. To demonstrate the understanding of the concept of plagiarism. <p><i>Listening</i></p> <ol style="list-style-type: none"> 1. To obtain required information from auditory texts. 2. To identify and understand the key ideas in a text (e.g. lecture). 3. To understand simple explanations and descriptions in short academic texts. 4. To receive information over the telephone <p><i>Speaking</i></p> <ol style="list-style-type: none"> 1. To initiate and continue a conversation on familiar topics with a reasonable degree of fluency and accuracy. 2. To express their views accurately and meaningfully in brief discussions and telephone conversations. 3. To discuss and respond to content of a reading or listening passage. 4. To identify and engage in meaningful conversations relating to different levels of formality and norms of inclusivity. 5. To adapt given information meaningfully and create alternative methods of expression.

Course Specification/ Content (Main topics, Sub topics):	Week	Main Topic/Subtopics	Ref. for readings materials or other requirements as applicable)
	Week 01	Getting to know each other. Telephone Etiquette	The course manual will be the primary source of material for the Course. Students will be guided to refer to and/or provided with appropriate and more up-to-date sources/materials where necessary.
	Week 02	Telephone etiquette contd. Letter writing / Listening activities	
	Week 03	Letter writing contd. Email Writing & Speaking Practices	
	Week 04	Email Writing (Guidelines for CA 01) Memo writing & Listening activities	
	Week 05	Listening Test Memo writing & Speaking Practices	
	Week 06	Reading Comprehension & Speaking practice	
	Week 07	Mid-semester Examination (Oral Exam = CA 01)	
	Week 08	Reading Comprehension Cont. Paragraph writing contd. (Announcement and guidelines for CA 02 – Listening Test)	
	Week 09	Paragraph writing contd. Paragraph writing contd.	
	Week 10	Paragraph writing contd. Paragraph writing contd	
	Week 11	Role Play (CA 03) Role Play (CA 03)	
	Week 12	Role Play (CA 03) Practice exercises & Revision (aimed at the final examination)	
	Week 13	Practice exercises & Revision (aimed at the final examination) Practice exercises & Revision (aimed at the final examination)	
Teaching-Learning Methods	The main mode of delivery used in this course is lectures, which are conducted as participative class room sessions. Two lectures of 2 hours are held per week for a period of 14 weeks during the semester. Lectures commence in week 1. Students are grouped into smaller mixed ability groups where student- centered teaching and learning take place. Lectures are designed to present the basic language and/or communication concepts and to integrate their application in the undergraduates’ disciplines of studies.		

	<p>To achieve this purpose, the lectures incorporate: simulation, pair/group discussions, use of digital learning platforms along with audio-visual methods, and role plays. Where necessary Flipped Classroom method and Blended Learning will be incorporated into teaching to enhance provide students with more time to practice within classroom and receive constructive feedback from the lecturers and peers.</p> <p>The LMS site and the Unit notice board is the forum for communication with students. Students are required to refer to this site and the notice board for lectures, assessment details and any other information that the coordinator deems important. The course manual will be the main source of teacher material and where necessary materials will be uploaded to the LMS. You are required to access these materials through LMS.</p>		
Assessment Methods /Details	Method	Details	Marks as a %
	Listening Test	Individual	10
	Oral Test	Individual/ Group	10
	Role Play	Group	10
	Final Examination		70
	Total		100
<p><u>Continuous Assessment</u></p> <p><u>I. Listening Test</u></p> <p>This is an individual assessment which will take place during the normal lecture period at ITRC Labs on the stipulated date. The listening test is based on LMS and the questions will consist of multiple choice.</p> <p><u>II. Oral Test</u></p> <p>This is a pair-work assessment which will take place during Mid Semester week on the stipulated date. The oral test is based on situations (business and/ or social) with the aim of familiarizing students with different registers of the language.</p> <p><u>III. Role Play</u></p> <p>This is a group assessment in which the students are grouped according to the order of CPM numbers. Each group contains 5 - 6 group members. The members of each group are supposed to perform the role play based on a given theme. These themes are provided by drawing lots, in order to avoid the themes being repeated. The time limit of the role play is 15 - 20 minutes. The assessment takes place during the normal lecture period on the stipulated dates. Group wise workshops will be held to prepare the students for this assessment.</p>			

	<p><u>Final Exam</u></p> <p>The final exam will be held during the faculty-schedule time. This is a three-hour examination. The final examination consists of questions based on vocabulary, reading, writing and listening which will be covered through in-class sessions during the semester.</p>
Recommended Readings	<p>Vilanilam J.V (2011), More Effective Communication</p> <p>Business Emails: Marc Roche (2019)</p> <p>Business E-Mail: How to Make It Professional and Effective by Lisa A. Smith (2002)</p> <p>https://learnenglish.britishcouncil.org/business-english/english-for-emails</p> <p>https://owl.purdue.edu/owl/subject_specific_writing/professional_technical_writing/memos/sample_memo.html</p> <p>Handbook for Memo Writing Paperback by L. Sue Baugh (1990) https://owl.purdue.edu/owl/subject_specific_writing/professional_technical_writing/memos/sample_memo.html</p> <p>Langan and Goldstein (2001), Instructor's Manual and Test Bank</p> <p>www.skillsyouneed.com</p>
Additional Readings	<p>Students will be guided to refer to and/or provided with appropriate and more up-to-date sources/materials where necessary.</p>
Course Policies	<p><u>Attendance</u></p> <p>Students are expected to attend lectures and tutorials regularly and engage in classroom discussions. Students are expected to maintain at least 80% of attendance.</p> <p><u>Class Participation</u></p> <p>Students are expected to come to class with questions and insights to offer others and be prepared to create a more engaging and interactive learning environment. Proper self-conduct of students is always expected to ensure the smooth functioning of classroom activities. Therefore, students are advised to avoid behaving in a disruptive manner when lectures and tutorial classes are conducted. Disruptive behaviour includes interruption caused by cell phones and other electronic devices, chattering, sleeping, and disengagement.</p> <p><u>Late Submission of Assignments/Work</u></p>

	<p>All assignments should be submitted on or before the due date stipulated. Assignments received after the due date will be penalized. Assignments more than a week late will NOT be accepted without prior approval for emergency situation.</p> <p><u>Academic Integrity and Ethical Conduct</u></p> <p>Students are expected to be honest and ethical in their academic activities. If a student deliberately does copying, cheating or plagiarizing, she or he may be penalized on the basis of the University rules and regulations with regard to such acts of academic misconduct. Please read the examination by laws and the University rules related to academic integrity.</p> <p><u>Students with Special Needs</u></p> <p>Students are identified as the students with special needs by using the information provided by student counsellors and the University health care centre. If needed, please make sure to meet the student counsellor assigned and the officials in the University health care centre for necessary steps. Depending on the information provided by them, certain adjustments to the normal procedures may be made available for the benefit of them. Such adjustments may include course modification with a relatively lower workload, providing some auxiliary services (reading lamps, lenses, papers with larger fonts and so on), extended time for examinations, and substitutes for examinations (essays or oral tests).</p>
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