Course Code: ENG. 112 Credits:3[Hrs]

Course Title: Business Communication Total Lectures: 48 hours

Nature of the Course: Theory Program: BCSIT

Level: Bachelor Year: I Semester: II

#### Course Description

This course is designed to equip students with the practical concepts, knowledge and skills essential for an effective business communication. It covers the fundamental components of successful communication, including oral, written, non-verbal, visual, and intercultural aspects within the business environment. The course primarily focuses on developing core competencies for successful communication in modern business settings through task-based classroom activities. It complements the technical knowledge of business frameworks, highlighting the practical aspects of individual involvement as communicators in business. It underscores the practical role of individuals as communicators in business and enhances their ability to communicate effectively, thereby contributing to their employability and career progression.

#### General Objectives

The general objectives of this course are as follows:

* + To familiarize the students with fundamentals of business communication
  + To enable students to communicate effectively in written and oral business context
  + To enable students to produce business documents with appropriate organization and design
  + To empower students with nonverbal and visual modes of business communication
  + To empower students to develop intercultural communicative competence
  + To enhance students' skills in using appropriate graphics and visuals in written documents and oral presentation

#### 3. Specific Objectives and Content of the Course

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| **Learning Objectives** | **Contents** |
| * Explain the meaning and definition of business communication. * Describe the process of communication. * Describe the principles of effective business communication. * Explain the modes of business communication. * Discuss the barriers to effective communication. | **Unit I: Foundation of Business Communication (8 hrs.)**   * 1. Meaning and definition of business communication   2. Process of communication   3. Principles of effective business communication (clarity, conciseness, completeness, correctness, concreteness, consideration and courtesy)   4. Modes of communication: intra-personal, |

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| **Learning Objectives** | **Contents** |
| * Describe communication in an organizational structure. * Acquaint students with business communication in the digital age. * Follow the etiquettes of business communication. | inter-personal, visual or presentational mode, electronic or digital mode of communication   * 1. Barriers to effective communication (noise and distractions, filters, competing messages, channel breakdown)   2. Communication in an organizational structure (downward, upward, horizontal, diagonal)   3. Business communication in the digital age   4. Etiquettes of business communication |
| * Describe the process of business writing. * Explain the qualities of business writing. * Follow the basics of document design. * Compose effective memos and emails. * Prepare brief document messages. * Prepare mid-length professional business proposals, reports and plans. * Consider the ethical issues in business writing. | **Unit II: Written Business Communication**  **(12 hrs.)**   * 1. Writing process: planning (Analyzing the situation, analyzing the audience, choosing the medium, organizing the information) writing (Being sensitive to the audience and composing the message) and completing (revising, producing, proofreading, distributing).   2. Qualities of business writing   3. Preparing business documents: basics of document design (organization, order, access, variety)   4. Writing brief messages: memos, letters, emails, blogs, notices, press release   5. Writing business proposals, reports, plans: informal reports, proposals and plans, and formal components of advanced business documents   6. Ethical considerations in business writing: plagiarism, crediting and referencing the sources |
| * Explain the basics of oral business communication process. * Distinguish between oral and written business communication. * Deliver effective oral presentation and public speech. * Perform effective job interview. * Conduct effective in-person and virtual business meetings and participate in it actively. | **Unit III: Oral Business Communication (6 hrs.)**   * 1. Basics of oral business communication process: qualities of oral communication and distinction between oral and written   2. Major oral communication situations      1. Mastering oral presentation and public speech      2. Effective job interview process      3. Effective business meetings: in-person and digital mode |

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| **Learning Objectives** | **Contents** |
| * Define the concept of non-verbal communication. * Explain the characteristics of non- verbal communication. * Communicate with appropriate physical appearance, tone of voice, facial expression, use of space, touch, and time in communication. * Acquaint with the key considerations in effective business communication. * Explain the meaning of intercultural business communication. * Discuss the barriers to effective intercultural business communication. * Overcome the barriers to effective intercultural communication | **Unit IV: Non-verbal and Intercultural Business Communication (6 hrs.)**   * 1. Meaning of non-verbal communication   2. Characteristics of non-verbal communication   3. Types of non-verbal communication      1. Physical appearance      2. Vocal characteristics      3. Gesture and posture      4. Facial expression      5. Use of space      6. Touch      7. Use of time   4. Key considerations in non-verbal communication   5. Intercultural communication and diversity sensitivity in business communication      1. Meaning of intercultural communication      2. Barriers to effective intercultural communication      3. Overcoming the barriers to intercultural communication |
| * Acquaint students with the concept of visual communication and its use. * Use and describe visual messages used in business communication appropriately. | **Unit V: Visual Communication (5 hrs.)**   * 1. Uses of visual aids in business communication   2. Types of visual aids:      1. Signs, symbols, signals      2. Tables      3. Figures      4. Bar graphs      5. Gantt chart      6. Infographics      7. Pie chart      8. Organizational chart      9. Flowchart      10. Diagrams      11. Map      12. Photograph   5.3 Ethical consideration in using visual aids |
| * Enable students to produce professional email and resume. * Enable students to draft effective business proposals and reports. * Enable students to excel in job interview and business meetings. | **VI: Employment Communication and Presentation (Practicum) 10 hrs.**   * 1. Cover letter and resume writing workshop- 2   hrs.   * 1. Mock job interview and business meetings- 3   hrs.   * 1. Creating LinkedIn profile 2   hr. |

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| **Learning Objectives** | **Contents** |
|  | 6.4 Oral presentation practicum 3  hrs. |

***Note:*** *The figures in the parenthesis indicate the approximate teaching hours for respective units*

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| **Unit** | **Activity and Instructional Techniques** |
| I | Lecture, group discussion, individual presentations |
| II | Demonstration, classroom practice, group work, individual tasks, project work |
| III | Demonstration, presentation, mock-meetings, mock, interview, pair work and group  work |
| IV | Demonstration, presentation, pair work and group work |
| V | Demonstration, presentation, pair work and group work |
| VI | Demonstration, pair work and group work, presentation |
| VII | Workshop (individual work, group work, presentation) |

#### 5. Evaluation System and Students’ Responsibilities

1. **Methods of Instruction**
   * Lecture  Guest lecture
   * Group discussion  Group work/project work
   * Question-answers  Problem solving
   * Demonstration and discussion  Simulation
   * Presentations  Tutorial

#### Evaluation System

The internal evaluation of a student may consist of assignments, attendance, term-exams, lab reports and projects etc. The tabular presentation of the internal evaluation is as follows:

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| **Internal Evaluation** | **Weight** | **Marks** | **External Evaluation** | **Marks** |

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| **Theory** |  | **30** | **Semester End** | **50** |
| Attendance and classroom  participation | 5 |  |  |  |
| Assignments | 10 |  |  |  |
| Presentations | 5 |  |  |  |
| Internal assessment | 10 |  |  |  |
| **Employment Communication and Presentation Practicum** |  | **20** |  |  |
| Qualities of cover letter and  resume | 5 |  |  |  |
| Mock- meeting/ interview | 5 |  |  |  |
| LinkedIn profile creation | 5 |  |  |  |
| Presentation | 5 |  |  |  |
| **Total Internal** |  | **50** |  |  |
| **Full Marks: 50 + 50 = 100** | | | | |

#### Students’ Responsibilities

Each student must secure at least 45% marks separately in internal assessment and practical evaluation with 80% attendance in the class to appear in the Semester End Examination. Failing to get such score will be given NOT QUALIFIED (NQ) to appear the Semester-End Examinations. Students are advised to attend all the classes, formal exam, test, etc. and complete all the assignments within the specified time. Students are required to complete all the requirements defined for the completion of the course.

#### External Evaluation (Final Examination) 50%

The Office of the Controller of Examination University will be conducted external examination at the end of the semester.

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| **SN** | **Question Types** | **Points** |
| 1 | Case analysis | 15 |
| 2 | Analytical Questions: 15x1 | 15 |
| 3 | Short questions: 10x5 marks | 50 |
|  | Very short answer questions: 10x2 marks | 20 |
|  | **Total** | **100** |

#### Prescribed Books and References

***Text Books***

* 1. Adhikari, Dharma and Upadhyaya, Phandindra (2014). *Technical Communication: Concept and Process*. Kathmandu: Buddha Publication (for Unit 1: page no. 2-11, for Unit II: 144-152; for Unit V: page no. 154-168
  2. Courtland L. Bovee and John V. Thill, Business (2021) *Communication Today: Occasional Handouts.* Pearson: London (for Unit 1: page no. 48- 52; 64-67; 100- 104, for Unit II: page no.140-141, for Unit IV: page no.98-100; 114-132, for Unit VI: page no. 463-475, 503, 521, 557-621)
  3. GC, Saroj (2021). *Business Communication: Theory and Applications.* Kathmandu: Advance Sarswati Publication (for Unit II: page no. 14-32; 141-190; 191-246), for Unit III: page no. 247-295
  4. Guffey, M. E., & Loewy, D. (2019). *Essentials of business communication*. Boston: Cengage Learning. (for Unit 1: page 1-7)

#### Reference Books

1. Bruckmann, C. G., & Hartley, P. (2007). *Business communication*. Routledge.
2. Hartley P. & Chatterton, P. (2015). *Business Communication: Rethinking your professional practice for the post-digital age.* London. Routledge
3. Floyd, K. & Peter W. (2020). *Business and Professional Communication: Putting People First*. New York. Mc Grow Hill Education
4. Guffey, Mary E. & Carolyn M. S. (2011). *Business English*. Ohio: Cengage Learning. Oxford Business English Dictionary for Learners of English. Oxford: OUP.
5. Guffey, M. E., & Loewy, D. (2011). *Business Communication: Process and Product.*

(7th ed.). Mason, Ohio: South-Western.

1. Rentz, K., Flatley, M. E., & Lentz, P. (2011).*Business Communication: Connecting in a Digital World.* (12th ed.). New York: Mc-Graw Hill. (for Unit I: page no. 1-7)
2. Hartley, P. (2002). *Business Communication. London:* Routledge