## Diploma

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| TITLE: Business Communication |
| Module Code:  Module: Business Communication  Year: 2017 |
| 1. Instructional Hours:   Minimum Requirement: 12 hours  Lecture: 12 hours  Project: 6 hours  Private study: 12 hours  Total:  Credit Value: 2 |
| 1. Module Synopsis:   Business communication is a specialized branch of general communication that is specifically concerned with business activities. Generally, when communication takes place between or among parties regarding business-related functions, it can be termed as business communication. But the process, methods, types, principles etc. remain almost same with those of general communication and the basic difference lies in their areas of application.  Business communication can be of two types internal and external. When communication occurs within the same organization, it is called internal business communication and it’s related to maintaining and improving the morale of employees, procedures and prescribing methods, directing the workers, keeping the management informed and announcing policies and organizational changes.  On the other hand, when communication occurs between and among people belonging to different business organizations, it is called external business communication. External communication is related to selling and obtaining goods and services, maintaining liaison with concerned parties, reporting to different parties etc. |
| 1. Module Objectives   Students will learn to exchange information with the internal and external parties. (Internal communication occurs within the organization through orders, instructions, suggestions, opinions etc)  Students will learn to develop and implement plans, to facilitate policy formulation, to achieve organizational goals,  to organize resources, coordinate, direct subordinates, motivate employees, create consciousness, increase efficiency, bring dynamism, improve labor-management (which is relationships), increase job satisfactions, convey employee reaction and orient employees |
| 1. Learning Outcomes:   Understand what is communication?  Understand the Communication Cycle & process  Understand the Types of communication  Understand what is Organizational Communication  Understand what is Effective communication  Understand what is Feedback & Feedback cycle  Understand what is the Levels of communication  Understand what is the Balance of interpersonal communication  Understand what is Communication Skill & Spoken communication  Understand what is Listening, Active Listening, Empathy, Confirmation and clarifying  Understand what is Workplace communication & Factors influencing workplace communication  Understand what is Important for a business to achieve effective communication and Communicating effectively ( as a manager)  Understand how to Remedy Poor Communication Skills |
| 1. Assessment Components:   To successfully complete the module students must perform the following:   |  |  |  | | --- | --- | --- | | Components | Weightage | Due Date | | Assignment | 100% | 2 weeks after end of module |  * The nominal word count for this module is 1,200 words. The suggested range is in between 1000-1500 |
| 1. Teaching and learning strategies   Study of this module is by classroom tuition, case-study and independent study.  Teaching media includes:   * PowerPoint * Multimedia Resources * Books references |
| 1. Recommended Reading |

## Detailed Syllabus

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| Learning Objectives: |
| 1. Describe The Definition of Business Communication. |
| 8.1. Describe The Definition of Business Communication.  8.2. Explain what Communication is all about.  8.3. & 8.4. Describe the Communication Cycle and the process. |
| 2. Describe the types of Communication. |
| 8.5. & 8.6. Describe the types of Communication.  8.7. Explanation on Organizational Communication.  8.8. Discuss about Effective Communication.  8.9. Explain and Discuss on Feedback in communication studies and about Feedback Cycle. |
| 3. Describe the level of Communication. |
| 8.10. Describe the level of Communication.  8.11. Explain and Discuss on Balance of Interpersonal Communication. |
| 4. Describe about Communication Skills and the types of communication skills. |
| 8.12. Describe about Communication Skills and the types of communication skills.  8.13. Describe the Workplace communication and the importance of the study.  8.14. Discuss and explain about Important for a business to achieve effective communication  8.15. Explanation on Remedy Poor Communication Skills |