

**ALLAMA IQBAL OPEN UNIVERSITY ISLAMABAD
(Department of Business Administration)**

BUSINESS COMMUNICATIONS (3456)

CHECKLIST

SEMESTER: AUTUMN, 2013

This packet comprises the following material:

1. Text Book (one)
2. Course Outline
3. Assignment No. 1, 2
4. Assignment Forms (2 sets)

In this packet, if you find anything missing out of the above mentioned material, please contact at the address given below:

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Course Coordinator

ALLAMA IQBAL OPEN UNIVERSITY ISLAMABAD
(Department of Business Administration)

WARNING

- 1. PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
- 2. SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

Course: Business Communications (3456)

Semester: Autumn, 2013

Level: BS (CS)

Total Marks: 100

ASSIGNMENT No. 1

- Q. 1 Define and describe Business Communication and its principles. (20)
- Q. 2 Discuss a concept of culture. Also differentiate national cultural variables from individual cultural variables. (20)
- Q. 3 Discuss the roll of technology in business to manage information within and outside organizations. (20)
- Q. 4 Write a detailed note on the process of preparing effective business messages. (20)
- Q. 5 Write short note on the "Communication is the Life Blood of an Organization". (20)

ASSIGNMENT No. 2

Total Marks: 100

- Q. 1 Draft a letter from company ABC to company XYZ consisting of three paragraphs, communicating that the company ABC has accepted the work order to manufacture parts of a motorcycle. Indicate on the letter seven standard parts. (20)
- Q. 2 What do you understand by formal and informal relationship that exists in a business enterprise? What else does communication play in building these relationships? (20)
- Q. 3 How non-verbal communication differs from visual communication? What are their distinguishing characteristics? Give a list of both forms. (20)
- Q. 4 What are the different methods of data collection? Give a detailed account of the steps you would consider before writing business report? It helps the management in decision making. How? (20)
- Q. 5 Write short notes on the following: (20)
 - a) Business Communication and Ethics
 - b) Business Communication and Technology
 - c) Proposals
 - d) Strategies for Successful Speaking and Listening

3456 BUSINESS COMMUNICATION

Credit Hours: 3(3+0)

Recommended Book:

Effective Business Communications, International Edition, 7th Edition, By Herk A. Murphy, Herbert W. Hiltlebrandt, Jane P. Thomas

COURSE OUTLINE

Unit 1: An Overview of Communication

Defining communication, Importance of Communication, Concepts of Communication, Barriers in Communication, Nonverbal Communication, Principles of Effective Communication

Unit 2: Business Communication in Context

Business Communication and the Global Context (Background to Intercultural Communication, and National Cultural Variables, Individual Cultural Variables), Business Communication and Ethics, Influences on Personal Ethics, Communication and Ethical Issues

Unit 3: Business Communication and Technology

Managing Information within Organization (History of Technological Developments, Challenges to the Organization made by new Technologies), E-mail & others Technologies for Communication (Defining E-mail, Using E-mail, Understanding how E-mail Works, Understanding the internet, Establishing security, Voice Mail, Groupware, CD_ROM Database, Teleconferences, Faxes), Managing Information out sides the organization

Unit 4: Message Design

Process of Preparing Effective Business Messages (Five Planning Steps, Basic Organizational Plans, Beginning and Ending, Composing the Message), The Appearance and Design of Business Message (Business Letters, Memorandums, Special Timesaving Message Media), Good-news and Neutral Messages (Organizational Plan, Favorable Replies, Neutral Messages)

Unit 5: Written Communication: Major Plans for Letters and Memos

Bad-news messages (The Right Attitude, Plans for Bad-News Messages, Negative Replies to Requests, Unfavorable Unsolicited Messages), Persuasive Written Messages (Organization of Persuasive Messages, Persuasive Request, Persuasive Sales Letters)

Unit 6: Written Communication: Reports

Short Reports (Suggestion for Short Reports, Informational Memorandum Reports, Analytical Memorandum Reports, Letter Reports), Long (Formal) Reports (Prefatory and Supplemental Section, Presentation of Long Reports, Proposals (Purpose, Kinds, Parts, Short Proposals), Writing Style and Appearance

Unit 7: Strategies for Oral Communication

Strategies for successful speaking and successful listening (Strategies for improving oral presentation, Strategies for reducing stage fright, Strategies for improving listening skills), Strategies for successful informative and persuasive speaking (Purpose of informative and persuasive speaking, Kinds of informative and persuasive speaking, Audience analysis for informative and persuasive speaking, Organization for informative and persuasive speaking, Supports for informative and persuasive speaking)

Unit 8: Strategies for Successful Interpersonal Communication and Group Meetings

Strategies for successful interpersonal communication (Dyadic communication, Interviewing, Telephoning, and Dictating), Strategies for successful business and group meeting (Background information, Purpose and kinds of meetings, Solving problems in meeting or groups, Leadership responsibilities in meeting, Participants responsibilities in meetings), How to take minutes of the meeting

Unit 9: The Job Application Process and Interviewing

The Written Job Presentation (Self Assessment, Market Assessment, Resume (vita, qualification brief), Cover Letter to Resume), The Job Application Process—Interviews and Follow-up (Successful Presentation for the Job Interview, Successful Follow-up Messages after the Interview, Successful Negotiating)

