

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

Course: Professional Communication (9502)
Level: PGD

Semester: Autumn 2013

CHECKLIST

This packet comprises the following material:

- 1) Text book
- 2) Assignment no. 1, & 2
- 3) Course outlines
- 4) Assignment forms (2 sets)
- 5) Schedule for submitting the assignments

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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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 ASSIGNMENT/S BORROWED OR STOLEN FROM OTHER/S AS ONE'S OWN, WILL BE PENALIZED AS DEFINED IN "AIU PLAGIARISM POLICY".

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Semester: Autumn 2013
Total Marks: 100
Pass Marks: 50

ASSIGNMENT No. 1
(Units: 1–5)

Note: Attempt all questions.

- Q. 1 Draft a letter replacing an order owing to product's quick delivery and better quality. (20)
- Q. 2 "Communication can be the key to an organization's success or failure". Discuss the statement in detail with examples. (20)
- Q. 3 Prioritize technological communications modes and explain the reasons of stated priorities with examples. (20)
- Q. 4 "Communication barriers can destroy an employee's career". Discuss this statement in light of negotiation skills required by an employee. (20)
- Q. 5 (a) Explain contents of effective employee progress report with examples. (10)
(b) What are the cultural variables of an individual and nations? Discuss with examples. (10)

GUIDELINES FOR ASSIGNMENT No. 1:

You should look upon the assignments as a test of knowledge, management skills, and communication skills. When you write an assignment answer, you are indicating your knowledge to the teacher:

- Your level of understanding of the subject;
- How clearly you think?
- How well you can reflect on your knowledge & experience?
- How well you can use your knowledge in solving problems, explaining situations, and describing organizations and management?
- How professional you are, and how much care and attention you give to what you do?

To answer a question effectively, address the question directly, bring important related issues into the discussion, refer to sources, and indicate how principles from the course materials apply. The student must also be able to identify important problems and implications arising from the answer.

For citing references, writing bibliographies, and formatting the assignment, APA format should be followed.

ASSIGNMENT No. 2

Total Marks: 100

Pass Marks: 50

This assignment is a research-oriented activity. You are required to submit a term paper and present the same in the workshop prior to the final examination. Presentation component is compulsory for all students. You will have to participate in the activity fully and prepare a paper of about 15 to 20 pages on the topic allotted to you. You are required to prepare two copies of Assignment No. 2. Submit one copy to your teacher for evaluation and the second copy for presentation in the classrooms in the presence of your resource persons and classmates, which will be held at the end of the semester prior to final examination.

Include the following main headings in your report:

- a) Introduction to the topics
- b) Important sub-topics
- c) Practical aspects with respect to the topic
- d) Review of theoretical and practical situations
- e) SWOT analysis of the organization with respect to your topic
- f) Conclusions and recommendations
- g) Annex, if any

You may use transparencies, charts and any other material for effective presentation. You are also required to select one of the following topics according to the last digit of your roll number. For example, if your roll number is D-3427185 then you will select topic number 5 (the last digit):-

Topics

- 0) Communication and Ethical Issues
- 1) Effective message Designing
- 2) Bad News Messages in Economic Recession
- 3) Negotiation and Professional Communication
- 4) Strategies for Successful Interpersonal Communication
- 5) Effective Job Resume for Banking Sector
- 6) Persuasive Messages in challenging Markets
- 7) International Business communication
- 8) IT and Professional Communication
- 9) Barriers in Communication

PROFESSIONAL COMMUNICATION
DETAILED COURSE OUTLINE
Course Code (9502)

Unit-1: An Overview of Communication

- a) Meaning and Importance of Communication
- b) Barriers in Communication
- c) Nonverbal Communication
- d) Principles of Effective Communication

Unit-2: Business Communication in Context

- a) Business Communication and the Global Context
- b) Background to Intercultural Communication
- c) National and Individual Cultural Variables
- d) Business Communication and Ethics
- e) Influences on Personal Ethics
- f) Communication and Ethical Issues

Unit-3: Business Communication and Technology

- a) Managing Information within Organization
 - 1) History of Technological Developments
 - 2) Challenges to the Organization Made by New Technologies
- b) E-mail & Others technologies for communication
- c) Managing information our sides the Organization

Unit-4: Message Design

- a) Process of Preparing Effective Business Messages
 - 1) Five Planning Steps, Basic Organizational Plans, Beginning & Ending
 - 2) Composing the Message
- b) The Appearance and Design of Business Message Business Letters, Memorandums, Special timesaving Message Media
- c) Good-News and Neutral Messages Organizational Plan, Favorable Replies

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

- a) Bad-News Messages
 - 1) The right Attitude, Plans for Bad-News Messages
 - 2) Negative Replies to Requests
 - 3) Unfavorable Unsolicited Messages
- b) Persuasive Written Messages
 - 1) Organization of Persuasive Messages
 - 2) Persuasive Request, Persuasive Sales Letters

Unit-6: Written Communication: Reports

- a) Short Reports
 - 1) Suggestion for short Reports
 - 2) Informational Memorandum Reports
 - 3) Analytical Memorandum Reports, Letter Reports

- b) Long (Formal) Reports
- c) Proposals
- d) Writing Style and Appearance

Unit-7: Strategies for Oral Communication

- a) Strategies for Successful Speaking and Successful! Listening
 - 1) Strategies for Improving Oral Presentation
 - 2) Strategies for Improving Listing Skills
- b) Strategies for Successful Informative and Persuasive Speaking
 - 1) Purpose of Informative and Persuasive Speaking
 - 2) Kinds of Informative and Persuasive Speaking
 - 3) Audience Analysis for Informative and Persuasive Speaking
 - 4) Organization for Informative and Persuasive Speaking
 - 5) Supports for Informative and Persuasive Speaking

Unit-8: Strategies for Successful Interpersonal Communication and Group Meetings

- a) Strategies for Successful Interpersonal Communication
- b) Strategies For Successful Business and Group Meeting
 - 1) Background Information, Purpose and Kinds of Meetings
 - 2) Solving Problems in Meeting or Groups
 - 3) Leadership Responsibilities in Meeting
 - 4) Participants Responsibilities in Meetings
- c) How to Take Minutes of the Meeting

Unit-9: The Job Application Process

- a) The Written Job Presentation
 - 1) Self Assessment, Market Assessment
 - 2) Resume (Vita, Qualification Brief)
 - 3) Cover Letter to Resume
- b) The Job Application Process-Interviews and Follow-up
 - 1) Successful Presentation for die Job Interview
 - 2) Successful Follow-up Messages After the Interview
 - 3) Successful Negotiating

Recommended Book:

Effective Business Communications, International Edition, 7th Edition, by H. A. Murphy, Herbert W. Hiltbrandt, Jane P. Thomas

