

ALLAMA IQBAL OPEN UNIVERSITY ISLAMABAD
(Department of Business Administration)

Course: Business Communications (3456)
Level: BS (CS)

Semester: Autumn, 2012

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 from the above mentioned material, please contact at the address given below:-

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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)
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Semester: Autumn, 2012
Total Marks: 100
Pass Marks: 40

ASSIGNMENT No. 1
(Units: 1–5)

Note: Attempt all questions.

- Q. 1 Explain non-verbal communication and discuss in detail the barriers in communication. (20)
- Q. 2 Prioritize technological communications modes and explain the reasons of stated priorities along with examples. (20)
- Q. 3 What are the cultural variables of an individual and nations? Discuss with examples. (20)
- Q. 4 Explain types of bad news messages supported by examples. (20)
- Q. 5 a) Explain five planning steps of preparing an effective business message. (10)
b) Write short notes on: (10)
(i) Memorandums (ii) Favorable replies

ASSIGNMENT No. 2

Total Marks: 100
Pass Marks: 40

Note: Attempt all questions.

- Q. 1 Minutes of a meeting are essential for future reference. Critically analyze the process of writing minutes of a meeting. (20)
- Q. 2 Listening is a higher degree of hearing on the ladder of effective communication. Do you agree with this statement. (20)

Q. 3 Evaluate the importance of audience analysis for persuasive and informative oral communication. (20)

Q. 4 An effective written proposal can lead to success of a business, please discuss. (20)

Q. 5 In today's world business communication becomes effective only with the use of innovative technology, discuss. (20)

GUIDELINES FOR ASSIGNMENTS:

The student 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.

**BUSINESS COMMUNICATION
DETAILED OUTLINE (3456)**

UNIT 1: AN OVERVIEW OF COMMUNICATION

- 1.1 Defining communication
- 1.2 Importance of communication
- 1.3 Communication process
- 1.4 Concepts of communication
- 1.5 Barriers in communication
- 1.6 Nonverbal communication
- 1.7 Principles of effective communication

UNIT 2: BUSINESS COMMUNICATION IN CONTEXT

- 2.1 Business communication and the global context
 - 2.1.1 Background to intercultural communication
 - 2.1.2 National cultural variables
 - 2.1.3 Individual cultural variables
- 2.2 Business communication and ethics
 - 2.2.1 Influences on personal ethics
 - 2.2.2 Communication and ethical issues

UNIT 3: BUSINESS COMMUNICATION AND TECHNOLOGY

- 3.1 Managing information within organization
 - 3.1.1 History of technological developments
 - 3.1.2 Challenges to the organization made by new technologies
 - 3.1.3 E-mail & others technologies for communication
 - 3.1.4 Defining e-mail
 - 3.1.5 Using e-mail
 - 3.1.6 Understanding how e-mail works
 - 3.1.7 Understanding the internet
 - 3.1.8 Establishing security
 - 3.1.9 Voice mail
 - 3.1.10 Groupware
 - 3.1.11 CD_ROM database
 - 3.1.12 Teleconferences
 - 3.1.13 Faxes
- 3.2 Managing information out sides the organization

UNIT 4: MESSAGE DESIGN

- 4.1 Process of preparing effective business messages
 - 4.1.1 Five planning steps
 - 4.1.2 Basic organizational plans
 - 4.1.3 Beginning and ending
 - 4.1.4 Composing the message
- 4.2 The appearance and design of business message
 - 4.2.1 Business letters
 - 4.2.2 Memorandums
 - 4.2.3 Special timesaving message media
- 4.3 Good-news and neutral messages
 - 4.3.1 Organizational plan
 - 4.3.2 Favorable replies
 - 4.3.3 Neutral messages

UNIT 5: WRITTEN COMMUNICATION: MAJOR PLANS FOR LETTERS AND MEMOS

- 5.1 Bad-news messages
 - 5.1.1 The right attitude
 - 5.1.2 Plans for bad-news messages
 - 5.1.3 Negative replies to requests
 - 5.1.4 Unfavorable unsolicited messages
- 5.2 Persuasive written messages
 - 5.2.1 Organization of persuasive messages
 - 5.2.2 Persuasive request
 - 5.2.3 Persuasive sales letters

UNIT 6: WRITTEN COMMUNICATION: REPORTS

- 6.1 Short reports
 - 6.1.1 Suggestion for short reports
 - 6.1.2 Informational memorandum reports
 - 6.1.3 Analytical memorandum reports
 - 6.1.4 Letter reports
- 6.2 Long (formal) reports
 - 6.2.1 Prefatory sections
 - 6.2.2 Supplemental section
 - 6.2.3 Presentation of the long reports
- 6.3 Proposals
 - 6.3.1 Purpose of proposal
 - 6.3.2 Kinds of proposals
 - 6.3.3 Parts of proposals
 - 6.3.4 Short proposals
 - 6.3.5 Long formal proposals
 - 6.3.6 Writing style and appearance

UNIT 7: STRATEGIES FOR ORAL COMMUNICATION

- 7.1 Strategies for successful speaking and successful listening
 - 7.1.1 Strategies for improving oral presentation
 - 7.1.2 Strategies for reducing stage fright
 - 7.1.3 Strategies for improving listening skills
- 7.2 Strategies for successful informative and persuasive speaking
 - 7.2.1 Purpose of informative and persuasive speaking
 - 7.2.2 Kinds of informative and persuasive speaking
 - 7.2.3 Audience analysis for informative and persuasive speaking
 - 7.2.4 Organization for informative and persuasive speaking

7.2.5 Supports for informative and persuasive speaking

**UNIT 8: STRATEGIES FOR SUCCESSFUL INTERPERSONAL
COMMUNICATION AND GROUP MEETINGS**

- 8.1 Strategies for successful interpersonal communication
 - 8.1.1 Dyadic communication
 - 8.1.2 Interviewing
 - 8.1.3 Telephoning
 - 8.1.4 Dictating
- 8.2 Strategies for successful business and group meeting
 - 8.2.1 Background information
 - 8.2.2 Purpose and kinds of meetings
 - 8.2.3 Solving problems in meeting or groups
 - 8.2.4 Leadership responsibilities in meeting
 - 8.2.5 Participants responsibilities in meetings
- 8.3 How to take minutes of the meeting?

UNIT 9: THE JOB APPLICATION PROCESS

- 9.1 The written job presentation
 - 9.1.1 Self assessment
 - 9.1.2 Market assessment
 - 9.1.3 Resume (vita, qualification brief)
 - 9.1.4 Cover letter to resume
- 9.2 The job application process – interviews and follow –up
 - 9.2.1 Successful presentation for the job interview
 - 9.2.2 Successful fallow-up messages after the interview
 - 9.2.3 Successful negotiating

Recommended Book:

Murphy A. H. *Effective Business Communication*