

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

**BUSINESS COMMUNICATIONS (BBA-136)**

**CHECKLIST**

**SEMESTER: AUTUMN 2013**

This packet comprises the following material:

1. Text book
2. Assignment no. 1 & 2
3. Course outline
4. Assignment no. 1, 2
5. 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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**(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".**

**GUIDELINES FOR ASSIGNMENTS:**

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. You 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.

**Course: Business Communications (136)**

**Semester: Autumn 2013**

**Level: BBA**

**Total Marks: 100**

**Pass Marks: 40**

**ASSIGNMENT No. 1**

**(Units: 1–5)**

***Note: Attempt all questions.***

- Q. 1 Discuss in detail the importance of effective communication in a business world.  
What can be its benefits for career development? **(20)**
- Q. 2 Describe in detail the role of Information Technology in promoting effective business communication. **(20)**

- Q. 3 Write a letter of inquiry to any textile mill for their catalogue, prices and terms of business for the supply of some goods. (20)
- Q. 4 Draft a letter about cancelling an order owing to inordinate delay in its execution. (20)
- Q. 5 Write short notes on the following:
- (a) Persuasive Requests (10)
  - (b) Progress Reports (10)

## **ASSIGNMENT No. 2**

(Units: 6–9)

**Total Marks: 100**

*Note: Attempt all questions.*

- Q. 1 Discuss in detail why there is a need to make a formal report regarding a business issue while particularly focusing upon its format and layout? (20)
- Q. 2 Write short notes on the following:
- (a) Bibliography and footnotes (10)
  - (b) Importance of appendix in a business report (10)
- Q. 3 Explain the kinds and purposes of business proposals in a corporate world. (20)
- Q. 4 Describe the tactics of giving a good job interview. Also discuss the responsibilities of an interviewer and an interviewee. (20)
- Q. 5 What do you mean by resume? Make a resume of your own for applying on a job in banking sector. (20)

## **BUSINESS COMMUNICATION COURSE OUTLINE (BBA-136)**

### **UNIT 1: EFFECTIVE COMMUNICATIONS IN BUSINESS**

- Importance and benefits of effective communication
- Ancient heritage for communication principles
- Life blood of every organization
- Benefits of effective communication in your career
- Challenge of communication in the global market
- Components of communication
- Contest/sender-encoder/message/medium/receiver-decoder/feedback
- Concepts and-problems of communication
- Conventions of meaning/perceptions of reality/values, attitudes, and opinions
- Nonverbal communication

### **UNIT 2: BUSINESS COMMUNICATIONS AND THE GLOBAL CONTEXT, ETHICS & TECHNOLOGY, EFFECTIVE BUSINESS MESSAGES**

- Background to intercultural communication
- A concept of culture
- An intercultural communication model
- National cultural variables
- Education/law and regulations/economics/politics/religion/social norms/language
- Individual cultural variables
- Time(chronemics)/space (proxemics)/good acceptable dress/manners/ decision making/verbal and nonverbal communication
- Business communication and the ethical context
- Background to ethical context
- Ethical situations
- Ethics as a communication issue
- Business communication and the technology
- Managing information within organizations
- History of technological developments
- Challenges to the organization made by new technologies
- E-mail
- Understanding the internet
- Establishing security
- Other communication technologies
- Managing information outside organizations
- Managing crisis communication
- The process of preparing effective business messages
- Five planning steps
- Indirect (inductive) approach
- Beginning and endings
- Opening paragraphs/closing paragraphs
- Composing the message

- Drafting your message
- Revising your message
- Editing and proofreading your message

**UNIT 3: THE APPEARANCE AND DESIGN OF BUSINESS MESSAGES**

- Business letters
- Stationery and envelopes
- Standard parts of the letter
- Optional parts of the letter
- Letter layout
- Memorandums
- Envelopes and electronic mail
- Special time saving message media
- Electronic mail
- Facsimiles (faxes)
- Telegrams, mailgrams, telexes/teleconferencing
- Good-news and neutral messages
- Organizational plan
- Favorable replies
- Answering inquiries
- Granting requests for adjustment
- Approving credit/acknowledging orders
- Granting favors and other requests
- Job acceptance letters
- Goodwill messages
- Neutral messages
- Announcements/transmittals

**UNIT 4: BAD-NEWS MESSAGES**

- The right attitude
- Plans for bad-news messages
- Indirect plan/direct plan
- Negative replies to requests
- Answering non-sales-related inquiries when the information is undesirable
- Refusing adjustments on claims and complaints
- Refusing credit
- Acknowledging orders you cannot fill now or at all
- Declining invitations and requests for favors
- Unfavorable unsolicited messages
- Announcing bad news about prices or services
- Penalizing for nonconformity to rules or procedures
- Conveying other bad news

**UNIT 5: PERSUASIVE WRITTEN MESSAGES, PERSUASIVE MESSAGES, SHORT REPORTS**

- Organization of persuasive messages
- Direct request organization
- Indirect request organization
- Persuasive requests
- Persuasive sales letters
- Short reports
- Suggestions for short reports
- Developing the main sections
- Outlining the major sections
- Including other desirable sections
- Informational memorandum reports
- Conference reports
- Progress reports
- Periodic reports
- Analytical memorandum reports
- Steps in preparing an analytical personnel report
- Recommendation justification reports
- Letter reports—informational and analytical
- Informational letter reports
- Analytical letter reports

**UNIT 6: LONG (FORMAL) REPORTS**

- Prefatory sections
- Cover and external title
- Title fly and internal title
- Letter or memorandum of transmittal
- Table of contents
- Executive summary, abstract, synopsis
- Supplemental sections
- Bibliography/ footnotes and endnotes (citations)
- Appendix/glossary/index
- Presentation of the long report
- Writing the first draft
- Editing and revising the rough drafts
- Typing the final document

**UNIT 7: PROPOSALS**

- Purposes of proposals
- Kinds of proposals
- Research proposals/business proposals
- Parts of proposals
- Title page
- Executive summary, abstract, synopsis
- Draft contract

- Short proposals
- Long formal proposals
- Request for proposal (rfp)
- Chronology of procedures for solicited major proposals
- Government proposals

**UNIT 8: STRATEGIES FOR SUCCESSFUL SPEAKING AND SUCCESSFUL LISTENING**

- Strategies for improving oral presentations
- Strategies for an effective nonverbal delivery
- Strategies for reducing stage fright
- Signs of discomfort
- Strategies for improving listening skills
- Faults in listening
- Purposes for listening
- Results of good listening
- Strategies for successful informative and persuasive speaking
- Organization for informative and persuasive speaking
- Dyadic communication
- Self-perceptions/dyadic communication relationships
- Interviewing
- Interview purposes
- Interviewee's responsibilities
- Interviewer's responsibilities
- Telephoning
- Dictating
- Suggestions for dictating
- Strategies for successful business and group meetings
- Preparation for meetings
- Effective participant roles in meetings

**UNIT 9: THE JOB APPLICATION PROCESS-THE WRITTEN JOB PRESENTATION**

- Self-assessment
- Market assessment
- Written sources of career and job information
- Helpful persons regarding employers and jobs
- Resume (vita, qualifications brief)
- Cover letter to resume
- The job application process—interviews and follow-up

