

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

**BUSINESS COMMUNICATION (8570)**

**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:

The Mailing Officer  
Mailing Section, Block No. 28  
Allama Iqbal Open University  
H-8, Islamabad  
Phone: 9057611-12

**Ms. Nadia Rashid**  
(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".**

**ASSIGNMENT No. 1**

(Units: 1–4)

Course: **Business Communication (8570)**

Semester: **Autumn, 2013**

Level: **MBA (3 ½ Years)/M.Com**

Total Marks: **100**

Pass Marks: **50**

*Note: All questions are compulsory.*

- Q. 1 “Communication is the lifeblood of an organization.” Discuss the statement in detail. (20)
- Q. 2 Discuss in detail the barriers that interfere the business communication of an organization. (20)
- Q. 3 a) Discuss in detail why ethical obligations are necessary in business communication. (12)  
b) Describe the importance of ethical business communication in the light of Islamic Shariah. (08)
- Q. 4 Discuss the significance of non-verbal communication and listening skills in teamwork. (20)
- Q. 5 Describe the different mechanics of writing a business report. (20)

**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. You must also be able to identify important problems and implications arising from the answer.

The references should be given at the end of the assignment. 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 activity. You are required to visit any business/ commercial organization and prepare a research report of about 15 to 20 pages on one of the topics given below. To avoid the duplication, a student is required to select the topic according to the last digit of his/ her role number. For example if your roll number is I-342718 then you will select topic # 8 from the given below list (last digit).

As there are five topics, you will select the topic according to the last digit of your roll number mentioned as under:

<b>Topic</b>	<b>Last digit of the role number</b>
1	2,5
2	1,4
3	3,6
4	7,9
5	0,8

### **Topics:**

- 1 Cultural variables of communication in Pakistan
- 2 Planning and organizing messages in corporations
- 3 Contents and Format of Formal Report Writing of a multi-national company
- 4 Communication strategies for successful business
- 5 Techniques for good presentation

### **GUIDELINES FOR THE PREPARATION OF ASSIGNMENT # 2**

**The report should follow the following format:**

1. Title page
2. Acknowledgements
3. An abstract (one page summary of the paper)
4. Table of contents
5. Introduction to the issue (brief history & significance of issue assigned)
6. Data collection methods
7. Practical Study related to the Issue (if required)
8. Conclusion (one page brief covering important aspects of your report)
9. Recommendations (specific recommendations relevant to issue assigned)
10. References (as per APA format)
11. Annexes (if any)

**Other Guidelines:**

- 1.5 line spacing
- Use headers and subheads throughout all sections
- Organization of ideas
- Writing skills (spelling, grammar, punctuation)
- Professionalism (readability and general appearance)
- Do more than repeat the text
- Express a point of view and defend it.

You should use transparencies and any other material for effective presentation. The transparencies are not the presentation, but only a tool; the presentation is the combination of the transparencies and your speech. Workshop presentation transparencies should only be in typed format.

You are required to prepare two copies of 2nd assignment. Submit one copy to your tutor/ teacher for evaluation and the second copy for presentations in the workshop in the presence of the resource person and classmates, which will be held at the end of the semester prior to the final examination.

**GUIDELINES FOR WORKSHOP PRESENTATION:**

- Make eye contact and react to the audience. Don't read from the transparencies or from report, and don't look too much at the transparencies (occasional glances are acceptable to help in recalling the topic to cover).
- A 15-minute presentation can be practiced several times in advance, so prepare on that until you are confident enough. Some people also use a mirror when rehearsing as a substitute for an audience.

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

Course: **Business Communication**  
Level: **MBA (3 ½ Years)/M.Com**

Course Code: **8570**  
Credit Hours: **03**

**Unit–1: An Overview of Communication**

- 1.1. Defining Communication
- 1.2. Importance of Communication
- 1.3. Concepts of Communication
- 1.4. Communication Process
- 1.5. Barriers in Communication
- 1.6. Nonverbal Communication
- 1.7. Reading in the Workplace
- 1.8. Principles of Effective Communication

## **Unit–2: Business Communication in Global Context**

- 2.1. Business Communication and the Global Context
  - 2.1.1. 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. Ethics in Business Communication.

## **Unit–3: Nonverbal Communication and Team Work**

- 3.1. Nonverbal Communication and Team Work
  - 3.1.1. Nonverbal Communication.
  - 3.1.2. Listening Skills
- 3.2. Strategies for Successful Business and Group Meetings
  - 3.2.1. Solving Problems in Meeting or Groups
  - 3.2.2. Leadership Responsibilities in Meetings
  - 3.2.3. Participants Responsibilities in Meetings
  - 3.2.4. Taking Minutes in Meetings

## **Unit–4: Nonverbal Communication and Team Work**

- 4.1. Basics of English Grammar
  - 4.1.1. Parts of Speech and Sentences
  - 4.1.2. Nouns, Pronouns, and Adjectives
  - 4.1.3. Verbs and Adverbs
  - 4.1.4. Prepositions, Conjunctions, and Interjections
- 4.2. Mechanics of Writing
  - 4.2.1. External Marks and the Comma
  - 4.2.2. Internal Marks
  - 4.2.3. Abbreviations, Capitalization, and Number Expression

## **Unit–5: Effective Communication through Writing**

- 5.1 The Writing Process
  - 5.1.1. Planning and Organizing Messages
  - 5.1.2. Composing Messages
  - 5.1.3. Editing and Publishing Messages
- 5.2 Writing to Clients and Customers
  - 5.2.1. Neutral or Positive Messages
  - 5.2.2. Negative Messages
  - 5.2.3. Persuasive Messages

## **Unit–6: Business Communication through Writing**

- 6.1. Writing Memos, E-mail, and Letters
  - 6.1.1. Business Correspondence

- 6.1.2. Memos
- 6.1.3. E-mail and Instant Messaging
- 6.1.4. Letters
- 6.2. Writing Reports
  - 6.2.1. Planning Reports
  - 6.2.2. Writing Informal Reports
  - 6.2.3. Writing Formal Reports

**Unit-7: Communication and Technology**

- 7.1. Technical Communication
  - 7.1.1. Writing to Instruct
  - 7.1.2. Writing to Describe
- 7.2. Technology in the Workplace
  - 7.2.1. Computer Hardware and Software
  - 7.2.2. Technologies and Effective Communication
  - 7.2.3. Workplace Safety and Ergonomics

**Unit-8: Communication and Visual Aids**

- 8.1. Graphics and Visual Aids
  - 8.1.1. Using Graphics and Visual Aids
  - 8.1.2. Developing Graphics
- 8.2. Presentations and Meetings
  - 8.2.1. Oral Presentations
  - 8.2.2. Visual Aids in Presentations
  - 8.2.3. Effective Meetings

**Unit-9: Communication in Market**

- 9.1. Communicating with Customers
  - 9.1.1. Customer Service
  - 9.1.2. Face-to-Face Communication
  - 9.1.3. Telephone Communication
- 9.2. Getting a Job
  - 9.2.1. Job Search
  - 9.2.2. Resume
  - 9.2.3. Application Letter and Form
  - 9.2.4. Interview and Follow-up Messages

**Recommended Books:**

Means L. T. (2009). *Business Communications* (2<sup>nd</sup> ed.). U.S.A.: McGraw-Hill.  
 Murphy A. H., Hildebrandt W. H., & Thomas P. J. (2010). *Effective Business Communications* (5<sup>th</sup> ed.). New Jersey, U.S.A.: Prentice Hall.  
 Thill V. J., & Bovee L. C. (2010). *Excellence Business Communications* (9<sup>th</sup> ed.). Ohio, U.S.A.: South-Western Educational Pub.



