**Course Outline**

**Management Communication (BUSN 160)**

**Department of Business**

**Semester: Spring 2023**

**Credits:** 3 Credit Hours, Prerequisite: none

**Schedule:**

**Class Timings**: Tuesdays & Thursdays

**Instructor:**

**Name:** Romel John

**Email**: romeljohn@fccollege.edu.pk

**Location:** Executive Lounge E-301or Ahmad Saeed Administration Building

**Cell:** 0321-4906336

**Office Hours:** Mon, Wed & Fri: 09:00 am - 02:00 pm or by appointment or WhatsApp or Call

**Course Description:**

This course is an introduction to verbal and written communication theory and practice, with focus on individual oral and written skills in letter and memo writing, use of emails, presentations and preparing reports.

**Learning Objective:**

Management Communication course provides a powerful insight into the way communication works. This course will help students to

1. Become conversant with the basic forms, formats, etiquette, tone, style and techniques of business writing in order to be thoroughly prepared to take part in real-world business fields
2. Design and deliver a persuasive presentation that convinces the audience of the topic’s relevance and overcomes resistance, using appropriate visual support and adhering to a specified time limit.
3. Utilize business communication for career development
4. Understand own communication related strengths and weaknesses
5. Increase confidence

**Teaching Methodology:**

* Class discussions (open Q & A sessions and discussions)
* Group work during class (in-class assignments in groups of two or three)
* Home assignments (practicing what is taught during class)
* Presentations (putting into practice what was learnt during class)
* One to one counselling/coaching (Resume development and home assignments)

**Assessment Tools:**

* Class Activity on dos and don’ts of business messages (in connection to Objective 1)
* Home Assignment (writing a negative message) (in connection to Objective 1)
* Resume development and submission (in connection to Objective 3)
* Midterm Exam Assignment (writing a persuasive message) (in connection to Objective 1)
* Pre-final Presentation (presentation practice sessions) (in connection to Objective 2 & 4)
* Final Presentations (in connection to Objective 2 & 5)

**Prerequisite: There is no prerequisite for this course**

**Course Outline:**

#### Reading: Business Communication Today by Abhaa Chatterji, [Courtland L. Bovee, John V. Thill](http://vobscart.com/index.php?route=product/product&path=62&product_id=222&sort=pd.name&order=ASC)

**Week 1:** Introduction

* Course outline introduction and key points
* How Business Communication is different
* Introduction to Planning Business Messages
* The Three-Step Writing Process
* Importance of analysing the situation before writing a business message

**WEEK 2:** Topic: The Business Communication Way

* Selecting the right medium for business communication
  + email, telephone, memo etc: oral/written/visual
* The Business Communication - right words, etiquette, tone, style and emphasis
  + The you attitude
  + Etiquette
  + Focus on positive relationship

**WEEK 3:** Topic: The Business Communication Way

* The Business Communication - right words, etiquette, tone, style and emphasis
  + Formally addressing the person
  + The don’ts in Business Communication
  + Cautions in Business Communication
  + The business writing tone

***Assessment: Class activity***

**WEEK 4:** Topic: The Business Communication Way

* The Business Communication - right words, etiquette, tone, style and emphasis
  + Use of Capital words
  + Use of Intense Emotions
  + Bragging in general
  + Use of jargons
  + Starting a sentence
  + Getting too personal

***Assessment: Class activity***

**WEEK 5:** Topic: Writing Negative Business Messages

* Writing Negative Messages
  + Buffer or cushion
  + Explanation
  + Negative news (indirect and polite)
  + Empathy
  + Redirect positively/Conclude

***Assessment: Home assignment – writing a negative message***

**WEEK 6:** Topic: Writing Negative Business Messages

* Assignment review: one to one meetings
* Feedback on assignment submission
* Guidance and suggestion for future midterm assignment

**WEEK 7:** Topic: Writing Persuasive Business Messages

* Writing persuasive messages
  + Gain attention
  + Build interest
  + Reduce resistance
  + Motivate action
  + Conclude

***Assessment: Mid-term assignment – writing a persuasive message***

**WEEK 8:**

Topic: Practicing Business Communication for Career Development

Description: Developing Resume is an important aspect of business communication in which you will communicate your credentials and make first impression to potential employers.

* Writing your resume
* Dos and Don’ts of a good resume
* Appearing for an interview
* Dos and Don’ts for interview

***Assessment: Home assignment – develop and submit resume***

**WEEK 9:**

Topic: Formal Dressing and Presentation Contents & Visuals

Description: Dressing formally and professionally is a major component of preparing for formal presentation. Components of formal dressing will be discussed.

Presentations are frequently unsuccessful due to excessive or inappropriate use of text and graphics. This session provides guidelines, theoretical explanations and examples about using text and visual content effectively.

* Designing and delivering oral presentations
* Dressing expectations in a business environments
* Developing oral presentations
* Enhancing presentations with slides and other visuals

**WEEK 10 & 11: WEEK 12 & 13:**

Topic: Pre-Final Presentations: Core Values and Referencing in Business Communication

Description: Core Values of FCC in relation to Business Communication will be discussed. Referencing styles and importance of referencing in business communications will be discussed. Students will make and deliver presentations on this topic. This will be a dry run for the final presentations.

* Core Values and Business Communication
* Referencing – a crucial part of Business Communication
* Presentations – constructive criticism and feedback on presentations

***Assessment: Presentation***

**WEEK 14 & 15:**

Activity: Students Oral Presentations

Description: Based on their learning in the previous sessions, each student prepares and gives an oral presentation supported with visuals. Grades are based on voice, body language and style, as well as quality of visual text, graphic content and material organization.

***Assessment: Final presentations***

**Assessment/Grade Distribution:**

Attendance/Class Participation: 5%

Class Activity: 5%

Resume: 5%

*Home Assignment (negative message): 25 %*

*Midterm Exam Assignment (persuasive message): 25%*

*Pre-final Preliminary Presentation: 15 %*

*Final Presentation: 20 %*

**Late submissions:**

Late submission of an assignment/project will lead to deduction in marks. Two marks will be deducted for each day late submission of assignment/project if it is a 10 marks assignment/project. Also, the assignment/project will be considered late if it is submitted any time after the BEGINNING of the class. That means, if you are late in class (because you were getting the prints of the assignment/project), it will still be considered a late submission.

**Quiz:**

Quiz cannot be rescheduled for individual student in case he/she was absence or late (although I agree and understand that accidents, emergencies or mishaps can happen).

**Attendance Policy:**

Note that at least 70% attendance is expected.

That means, you should not miss more than 9 classes throughout the semester, or else your grade will be Capped at **D**. That means, **you will get NO MORE THAN “D” Grade if you miss more than 9 classes.**

Also, **you will lose 5% of your attendance grade if you miss more than 5 classes.**

These 5 or 9 absences are the preapproved Sick/Medical/Emergency Leaves.

If you have missed to attend 70% of classes, that means, you have missed to participate or listen to the class discussions and activities, which is a major aspect of this course. *Also, student will not be allowed to give his/her final exam presentation if he/she misses more than 9 classes -* because almost all the lectures in class will be a direct or indirect effort to prepare you for your final exam/presentation.

**Plagiarism:** *There will be zero tolerance for plagiarism. Any student caught cheating, copying assignments/paper/exams or not giving references according to the explained format will be given F grade. There will be no excuse and the plagiarism cases will be notified to the Vice Rector’s Office, the Chairperson, the Dean, the student’s advisor, the Chief Student Affairs Officer, and the student concerned along with whatever documentation will be relevant. The information will be put into the student’s file in University’s records.*

*Detailed academic integrity policy is mentioned on:* [*http://www.fccollege.edu.pk/policy-on-academic-integrity/*](http://www.fccollege.edu.pk/policy-on-academic-integrity/)

**Helpful Resources:**

**Business Writing Videos:**

<https://www.youtube.com/watch?v=_2ZDNgtAsbw&t=4s>

How to change Basic English into Business English

<https://www.youtube.com/watch?v=8E-oqahDnb8>

The Secret to Business Writing: Crash Course Business - Soft Skills #3

<https://www.youtube.com/watch?v=IbaGxB2Q3h4>

Introduction to Business Writing: Rules v. Guidelines

<https://www.youtube.com/watch?v=uo_4rJRA3og>

Four Keys to Effective Business Writing

<https://www.youtube.com/watch?v=86Sl__brKOc>

Common errors made in Business Writing ( Business Emails & Letters) - Business English Lesson

**Presentation Skills Videos:**

<https://www.youtube.com/watch?v=a2MR5XbJtXU>

The surprising secret to speaking with confidence | Caroline Goyder | TEDxBrixton

<https://www.youtube.com/watch?v=dEDcc0aCjaA>

How to Do a Presentation - 5 Steps to a Killer Opener

<https://www.youtube.com/watch?v=V2q7Q2j7ESs>

How to start a Speech or Presentation? : Public Speaking Skills – 5

<https://www.youtube.com/watch?v=j8V7xj15f9w>

How To Make Powerpoint Presentation Attractive

<https://www.youtube.com/watch?v=eHhqWbI0y4M>

How to give the BEST PowerPoint presentation!

**Grading Legend**

Below is the grading legend of FCCU (published in all catalogues and available on the FCCU website) as approved by the Academic Council

|  |  |  |  |
| --- | --- | --- | --- |
| Grade | Point Value | Numerical Value | Meaning |
| A | 4.00 | 93-100 | Superior |
| A- | 3.70 | 90-92 |
| B+ | 3.30 | 87-89 | Good |
| B | 3.00 | 83-86 |
| B- | 2.70 | 80-82 |
| C+ | 2.30 | 77-79 | Satisfactory |
| C | 2.00 | 73-76 |
| C- | 1.70 | 70-72 |
| D+ | 1.30 | 67-69 | Passing |
| D | 1.00 | 60-66 |
| F | 0.00 | 59 or below | Failing |

**Changes to the Syllabus:**

This syllabus was designed to convey course information and requirements as accurately as possible. It is important to note however that it **may** be subject to change during the course depending on the needs of the class and other situational factors. Such changes would be for your benefit, and you will be notified of them as soon as possible.