



Course Descriptor MNGT207 Introduction to Business Communications

Proposed Academic Year	2021-2022	Last Reviewed Academic Year	2019/2020
Course Code	MNGT207	Course Title	Introduction to Business Communications
Credit hours	3	Level of study	Year Two
College / Centre	COBA	Department	Management
Co-requisites	None	Pre-requisites	MNGT201

1. COURSE OUTLINE

Communication skills are critical to success in professional work environment. In this course, we will learn the techniques for writing concise and clear business messages of positive, negative and persuasive nature. In class activities and exercises, we will practice writing and editing memos, letters, emails, instant messages, resumes and cover letters. Throughout the course, we will focus on developing presentation skills and vocabulary, formatting mechanics, using correct grammar and punctuation marks, proof-reading and revising. Along with verbal communication skills, we will also enhance our non-verbal communication skills to become an effective communicator in diverse settings.

2. AIMS

[This course will introduce the importance of business communication skills to the students and appreciate its significance in personal and professional life. The course aims to provide students with significant understanding and development of skills in:

1. Verbal and non-verbal communication in diverse work-setting and multi-cultural work environment.
2. Writing negative, positive and persuasive letters, emails, and memos.
3. Writing effective CVs and cover letters.
4. Delivering professional power-point presentations.

3. LEARNING OUTCOMES, TEACHING, LEARNING and ASSESSMENT METHODS

Learning Outcomes (Definitive)	Teaching and Learning methods (Indicative)	Assessment (Indicative)
Upon successful completion of this course, students will be able to:		
1. Understand the Foundations of Business communication, and Communicating in a diverse work settings.	Lectures, Group Discussion, Class Activities	Written Examination
2. Apply the Three-step Writing Process, Planning Business Messages, Writing Business Messages, Reviewing Business Messages for writing	Lectures, Group Discussion, Class Activities	Written Examination, Class Activity



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	positive, negative and persuasive messages.		
3.	Comprehend the different modes of Business Communication, including Emails, Letters, Memos, Messages etc.	Lectures, Group Discussion, Class Activities	Written Examination, Class Activity
4.	Deliver professional presentations on stage and tricks of overcoming stage stress	Lectures, Group Discussion, Class Activities	Class Presentation

4. ASSESSMENT WEIGHTING

Assessment	Percentage of final mark (%)
Mid-term Examination - 1	25
Mid-term Presentation - 2	25
Class Activity (Participation/ Case Discussion/ Presentation/ Quiz)	10
Final Examination	40
TOTAL	100%

5. ACHIEVING A PASS

Students will achieve **03** credit hours for this course by passing **ALL** of the course assessments and achieving a **minimum overall score of 50%**

6. COURSE CONTENT (Indicative)

WEEK	LECTURE TOPIC	TIME (HOURS)
1	INTRODUCTION: Workplace Communication Today	3
2	Chapter 1: Communication Skills as Career Filters	3
3	Chapter 2: Planning Business Messages	3
4	Chapter 3: Composing Business Messages	3
5	Chapter 4: Revising Business Messages	3
6	Chapter 5: Electronic Messages & Digital Media	3
7	Chapter 6: Positive Messages	3



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8	Chapter 7: Negative Messages-I	3
9	Chapter 7: Negative Messages-II	3
10	Chapter 8: Persuasive Messages-I	3
11	Chapter 8: Persuasive Messages-II	3
12	Chapter 12: Business Presentation-I	3
13	Chapter 12: Business Presentation-II	3
14	Presentations	3
15	Revision & Exam	3
	TOTAL HOURS	45
1 - 15	Plus RECOMMENDED INDEPENDENT STUDY HOURS	45
	TOTAL COURSE HOURS	90

7. RECOMMENDED READING

Core text/s:

Essentials of Business Communication, 9e by MARY ELLEN GUFFEY & DANA LOEWY
© 2013, 2010 South-Western, Cengage Learning;

Library + online resources:

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