

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

**Course: Business Communications (5530)**  
**Level: MBA**

**Semester: Spring, 2014**

**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 out of the above-mentioned material, please contact at the address given below: -

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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 ASSIGNMENT/S BORROWED OR STOLEN FROM OTHER/S AS ONE'S OWN, WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

**Course: Business Communications (5530)**  
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**Semester: Spring, 2014**  
**Total Marks: 100**  
**Pass Marks: 40**

**ASSIGNMENT No. 1**  
**(Units: 1-5)**

*Note: Attempt all questions.*

- Q. 1 Explain the importance of written communication and use examples from you own experience to illustrate the main points. **(20)**
- Q. 2 Define Business Communication and explain how it differs from Mass Communication? **(20)**
- Q. 3 (a) Discuss the background of inter-cultural communication with examples. **(10)**  
(b) Describe ethical issue in communication with examples. **(10)**
- Q. 4 Explain with examples strategies for effective oral communication in organizations. **(20)**
- Q. 5 As financial manager of a bank, you have received a request for financial assistance. Write a good news message to the requester, approving the request. **(20)**

**GUIDELINES FOR ASSIGNMENT No. 1:**

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.

## **ASSIGNMENT No. 2**

**Total Marks: 100**

**Pass Marks: 40**

This assignment is a research-oriented activity. You are required to submit a term paper and present the same in the classroom prior to the final examination. Presentation component is compulsory for all students. You will have to participate in the activity fully and prepare a paper of about 15 to 20 pages on the topic allotted to you. The students are required to prepare two copies of Assignment No. 2. Submit one copy to your teacher for evaluation and the second copy for presentation in the classrooms in the presence of your resource persons and classmates, which will be held at the end of the semester prior to final examination.

### **Include the following main headings in your report:-**

- a) Introduction to the topic
- b) Important sub-topics
- c) Practical aspects with respect to the topic
- d) Review of theoretical and practical situations
- e) Merits, demerits, deficiencies or strengths of the organization with respect to your topic
- f) Conclusions and recommendations
- g) Annex, if any

You must use transparencies, charts or any other material for effective presentation. You are also required to select one of the following topics according to the last digit of your roll number. For example, if your roll number is D-3427185 then you will select topic No.5 (the last digit):-

### **List of Topics**

0. Nonverbal Communication and Team Work
1. Informative and Persuasive Speaking
2. Short Business Proposals
3. Neutral Messages
4. Formal Reports
5. Strategies for Successful Job Interviews
6. Effective Resume Writing
7. 7 C's of Effective Communication
8. Memorandums and Emails
9. Audience Analysis

## **BUSINESS COMMUNICATIONS (5530)**

### **DETAILED COURSE OUTLINE**

#### **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 follow-up messages after the interview
  - 9.2.3. Successful negotiating

**Recommended Book:**

Murphy A. H. *Effective Business Communication*