

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

**BUSINESS COMMUNICATION (8570)**

**CHECKLIST**

**SEMESTER: SPRING 2014**

This packet comprises the following material:

1. Text Book (one)
2. Course Outline
3. Assignment No. 1, 2
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**  
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**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: Spring 2014**

**Level: MBA (3½ Years / 2½ Years)**

**Total Marks: 100**

**Pass Marks: 50**

*Note: All questions are compulsory.*

- Q.1 Explain your understanding of the term 'non-verbal communication'. Use examples from your own experience to illustrate the main points. **(20)**
- Q.2 Identify and write explanatory notes on any five barriers to effective communication. **(20)**
- Q.3 Your manager has asked you to send him a memorandum stating the advantages and disadvantages of written communication **(20)**
- Q.4 Write an agenda for a meeting with the purpose of formulating next year's marketing plan for an FMCG. Also write minutes of the meeting, imagining and summing up the meeting proceedings. **(20)**
- Q.5 As financial manager of a bank, you have received a request for financial assistance. Write a bad news message (in friendly tone) to the requester, denying his/her request. **(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-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. Role of technology in effective business communication
2. Business Communication and Ethics
3. Select any FMCG and study all aspects of consideration for formulation of a good-news message within that organization
4. Conflict resolution in group meetings through effective communication
5. Strategies for successful communication with customers
6. Effective business communication through technical writing
7. 7 C's of Effective Communication
8. Select a telecommunication organization and analyze the effectiveness of presentations for business growth of that organization
9. Select a public sector organization and analyze the effectiveness of formal reports written in that organization.

Course: **Business Communications**  
Level: **MBA (3½ Years / 2½ Years)**

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: Mechanics of Writing**

- 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.

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