

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

**PROFESSIONAL COMMUNICATION (3578)
LEVEL: PGD (CS)**

CHECKLIST

SEMESTER: SPRING 2014

This packet comprises the following material:

- 1) Text book
- 2) Assignment No. 1 & 2
- 3) Course outline
- 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 Director, Admissions & Mailing (address given below).

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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".**

Course: Professional Communication (3578)
Level: PGD (CS)

Semester: Spring 2014
Total Marks: 100

ASSIGNMENT No. 1
(Units: 1–5)

- Q. 1 How can Professional Communication be unethical, discuss with examples? (20)
- Q. 2 Discuss the communication process in detail with example. (20)
- Q. 3 What is a message buffer. Write an effective bad news message highlighting how buffer statements are used. (20)
- Q. 4 E-Business cannot progress without effective communication, support this statement with examples. (20)
- Q. 5 Write a persuasive letter to potential clients to sell your organization's new LCD Electric Heaters. (20)

ASSIGNMENT No. 2
(Units 6–9)

Total Marks: 100

- Q. 1 Explain the tips that can lead job applicants to successfully land jobs in corporate sector. (20)
- Q. 2 Should organizations prefer written communication over oral? Support your opinion with examples. (20)
- Q. 3 What are the strategies for effective interpersonal communication in group meetings. (20)
- Q. 4 Impressive presenter can be an effective negotiator, support this statement with examples. (20)
- Q. 5 Effectively written job application can increase probability of success for applicants, discuss. (20)

PROFESSIONAL COMMUNICATION

Course Outline (Code No. 3578)

Recommended Book:

Effective Business Communications, International Edition, 7th Edition, by Herk A. Murphy, Herbert W. Hillebrandt, Jane P. Thomas

Unit-1: An Overview of Communication

- a) Defining Communication, Importance of Communication, Concepts of communication
- b) Barriers in Communication, Nonverbal Communication, Principles of Effective Communication

Unit-2: Business Communication in Context

- a) Business Communication and the Global Context
 - 1) Background to Intercultural Communication, and National Cultural Variables
 - 2) Individual Cultural Variables
- b) Business Communication and Ethics, Influences on Personal Ethics, Communication and Ethical Issues

Unit-3: Business Communication and Technology

- a) Managing Information within Organization
 - 1) History of Technological Developments
 - 2) Challenges to the Organization Made by New Technologies
- b) E-mail & Others Technologies for Communication
 - 1) Defining E-Mail, Using E-Mail, Understanding How E-Mail Works
 - 2) Understanding the Internet, Establishing Security, Voice Mail, Group Ware
 - 3) CD_ROM Database, Teleconferences, Faxes
- c) Managing Information our Sides the Organization

Unit-4: Message Design

- a) Process of Preparing Effective Business Messages
 - 1) Five Planning Steps, Basic Organizational Plans, Beginning & Ending
 - 2) Composing the Message
- b) The Appearance and Design of Business Message Business Letters, Memorandums, Special timesaving Message Media
- c) Good-News and Neutral Messages Organizational Plan, Favorable Replies, Neutral Messages

Unit-5: Written Communication: Major Plans for Letters and MEMOS

- a) Bad-News Messages
 - 1) The right Attitude, Plans for Bad-News Messages
 - 2) Negative Replies to Requests, Unfavorable Unsolicited Messages

- b) Persuasive Written Messages
 - 1) Organization of persuasive messages
 - 2) Persuasive Request, Persuasive Sales Letters

Unit-6: Written Communication: Reports

- a) Short Reports
 - 1) Suggestion for short Reports, Informational Memorandum Reports
 - 2) Analytical Memorandum Reports, Letter Reports
- b) Long (Formal) Reports (Prefatory and Supplemental Section, Presentation of Long Reports)
- c) Proposals (Purpose, Kinds, Parts, Short Proposals, Long Formal Proposals)
- d) Writing Style and Appearance

Unit-7: Strategies for Oral Communication

- a) Strategies for Successful Speaking and Successful Listening
 - 1) Strategies for Improving Oral Presentation, Strategies for Reducing Stage Fright
 - 2) Strategies for Improving Listening Skills
- b) Strategies for Successful Informative and Persuasive Speaking
 - 1) Purpose of Informative and persuasive speaking,
 - 2) Kinds of Informative and Persuasive Speaking
 - 3) Audience analysis for Informative and persuasive Speaking
 - 4) Organization for Informative and Persuasive Speaking
 - 5) Supports for Informative and Persuasive Speaking

Unit-8: Strategies for Successful Interpersonal Communication and Group Meetings

- a) Strategies for Successful Interpersonal Communication, Dyadic communication, Interviewing, Telephoning, and Dictating
- b) Strategies For Successful Business And Group Meeting
 - 1) Background Information, Purpose and Kinds of Meetings
 - 2) Solving Problems in Meeting or Groups, Leadership Responsibilities in Meeting
 - 3) Participants Responsibilities in Meetings
- c) How to Take Minutes of the Meeting

Unit-9: The Job Application Process

- a) The Written Job Presentation
 - 1) Self Assessment, Market assessment
 - 2) Resume (Vita, Qualification Brief)
 - 3) Cover Letter to Resume
- b) The Job Application Process-Interviews and Follow-up
 - 1) Successful Presentation for die Job Interview
 - 2) Successful Follow-up Messages After the Interview
 - 3) Successful Negotiating