

**COURSE TITLE: BUSINESS COMMUNICATION**  
**Course Code: GM 101C**

1. **Course Objectives:** This course builds the basic foundations in oral and written communication skills while developing the art of critical thinking and reflection – all essential for managerial decision-making. The course helps to develop interpersonal communication skills and ability of working in teams. The ability to be a better communicator is honed using various cases studies, exercises, role plays and group assignments.
  
2. **Overall Learning outcomes on completion of the course:** The outcome of the course is entirely dependent on you, the learner, and the interest and effort you put into the course. You have communicated since you were born, and you will continue until the end of your life, whether you attend this course or not. But if you are attentive in class, read your text, do your assignments with enthusiasm and participate in the class discussions, you will notice a difference and will be a better communicator at the end of the course.
  
3. **Prescribed textbook:**Locker, Kitty O and Stephen KyoKaczmarek. 2007. Business Communication. Building Critical Skills.McGraw Hill Education.
  
4. **Prerequisite understanding / readings**  
 Openness, initiative and interest in reading (newspapers, magazines and books), talking and listening to others.

**5. Course content**

<i>Chapter</i>	<i>Chapter in the prescribed text book</i>	<i>Learning outcomes</i>
<i>Unit One, Module 1:</i>	<i>Business Communication, Management and success</i>	<i>Would know the importance of listening and speaking</i>
<i>Unit One, Module 2</i>	<i>Adapting your message to your audience</i>	<i>Customizing messages according to the audience</i>
<i>Unit Two Module 6</i>	<i>You-attitude</i>	<i>To create you attitude in sentences</i>
<i>Unit Two ,Module 7&amp;8</i>	<i>Positive Emphasis, Reader benefits</i>	<i>How to avoid negativity and create benefits to the audience</i>
<i>Unit Three, Module 9</i>	<i>Formats for Letters and messages</i>	<i>How to write formal letters</i>
<i>Unit Three Module 10</i>	<i>Informative and Positive Messages</i>	<i>How to convey informative &amp; positive messages</i>

<i>Unit Three Module 13</i>	<i>E-Mail Messages</i>	<i>How to write emails</i>
<i>Unit Three, Module 12</i>	<i>Persuasive Messages</i>	<i>How to write persuasive messages</i>
<i>Unit Three, Module 11</i>	<i>Negative Messages</i>	<i>How to organize negative messages</i>
<i>Unit Six, Module 22</i>	<i>Finding, Analyzing and Documenting information</i>	<i>How to find information and how to analyze it</i>
<i>Unit Six, Module 23,24</i>	<i>Short reports&amp; Long Reports</i>	<i>How to write short and long reports</i>
<i>Unit Six Module 25</i>	<i>Using Visuals</i>	<i>Critically analyzing stories from visuals and interpreting it</i>
<i>Unit One Module 3</i>	<i>Communicating Across Cultures</i>	<i>How culture affect business communication</i>
<i>Unit Five Module 20</i>	<i>Making Oral Presentations</i>	<i>How to make a presentation?</i>