



## DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT

University of Rajshahi

BBA Program

1<sup>st</sup> Year 2nd Semester 2019

Course Code	:	THM- 122
Course Title	:	<b>Business Communication</b>
Course Instructor	:	Sanjana Sobhan
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### Rationale of the Course

This course is designed to give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside the firm environment, as well as an effective internal communications program. The various types of business communication media are covered. This course also develops an awareness of the importance of succinct written expression to modern business communication. Many of the assignments are to be keyboarded.

### Objective/Learning Outcomes:

By the end of this course, students should be able to:

1. Understand and demonstrate the use of basic and advanced proper writing techniques that today's technology demands, including anticipating audience reaction.
2. Write effective and concise letters and memos
3. Prepare informal and formal reports.
4. Use career skills that are needed to succeed, such as using ethical tools, working collaboratively, observing business etiquette, and resolving workplace conflicts.
5. Develop interpersonal skills that contribute to effective and satisfying personal, social and professional relationships, and Utilize electronic presentation software.

### Course Contents

Class	Topics to be Discussed
1.	Meaning of communication, nature of communication, Factors affecting communication, communication situation, scope of communication, functions of communication.
2.	Business communication, importance of communication in business, social communication, role of communication in management, relation between communication and management, features of business communication, social media effect on business, effective communication.

3.	Meaning of communication process and steps, components of communication process, systems and communication, one way vs. two way communication, contrast between one way and two way communication.
4.	Necessity of two way communication in the communication process, communication models (Aristotle's persuasive model, The Shannon and Weaver information theory, Transactional model) importance of communication model.
5.	<b>Group/Individual Presentation (Group-1)</b>
6.	Cross cultural communication, characteristics of culture, importance of culture in international communication, factors affecting cultural context in business, overcoming language barrier, improving oral communication
7.	Channels of communication, Verbal communication, (written and oral communication), conditions of effectiveness of oral communication, e-communication technology.
8.	Media for computer based communication, non-verbal communication, choosing appropriate communication channel.
9.	Meaning of formal and informal communication, features of formal and informal communication, how informal communication operates, does informal communication network spreads rumor, comparison between formal and informal communication.
10.	<b>Group/Individual Presentation (Group-2)</b>
11.	Meaning of business letter, essential conditions of ideal business letter, functions of a business letter, planning a business letter.
12.	Layout and format of letters, specimen of a letter, standard parts of a business letter, types of business letter, writing a sales letter.
13.	<b>First Tutorial Examination (45 Minutes, Syllabus Classes 1-04)</b>
14.	Writing a cover message, types of application letters, writing the forms and contents of cover letter, Resume or cv writing.
15.	Letter of recommendation, appointment letter, joining letter, letters of congratulations, letters of welcome.
16.	<b>Guest Lecturer</b>
17.	<b>Group/Individual Presentation (Group-3)</b>
18.	Meaning of proposal, types of business proposals, meaning of business reports, importance of reports, characteristics of good reports, types of report.
19.	Basics of report writing, observational research, experimental research , survey research.
20.	<b>Group/Individual Presentation (Group-4)</b>
21.	Meaning of public speaking, Difference between public speaking and oral communication, delivery methods.
22.	Types of Visual aids, Practicing oral presentation, Guidelines for improving good voice qualities.
23.	<b>Guest Lecturer</b>
24.	<b>Group/Individual Presentation (Group-5)</b>

25.	<b>Group/Individual Presentation (Group-6)</b>
26.	<b>Second Tutorial Examination (45 Minutes, Syllabus Classes 06-09)</b>
27.	<b>Group/Individual Presentation (Group-7)</b>
28.	<b>Problem Solving class</b>

<b>Text Books</b>	:	<b>Business Communication Theory and Application by M. Omar Ali</b>
<b>Reference Books</b>	:	<ol style="list-style-type: none"> <li>1. <b>Business Communication by Raymond V Lesikar, et al.</b></li> <li>2. <b>Essentials of Business Communication by Pal, Rajendra and Koriahale, J. S.</b></li> </ol>

### **Home Assignment (Individual):**

**Course Instructor will deliver the home assignment topic/s to the students on or before Class No. 15.**

**Home Assignment must be submitted by the students on or before 25th Class.**

**Students Assessment Details:** Your grade will be based on the following weights:

#### **Marks Distribution**

<b>1</b>	<b>Class attendance</b>	<b>10%</b>
<b>2</b>	<b>Presentation: Individual/Group, Class test 1 &amp;2, Assignment etc.</b>	<b>20%</b>
<b>5</b>	<b>Final Examination</b>	<b>70%</b>

**Class Participation:** 10% of your grade will come from your class participation. At various times, I will ask you to comment on intercultural issues and challenges. As I expect you to have read the material assigned for the class, a good level of preparedness is essential to obtain a good participation grade.

#### **Presentation: Individual and Group presentation on the specific topics- 10%**

**Class test (two) Assignment/Report etc:** 20% of your grade will come from the class tests, Report/Assignment. These will be based on class lecture and referred chapters from the book/s. Contemporary issues will be added extra value. The exam will mainly focus on multiple choice/true/false/short questions/Questions from a large number of questions etc.

**Final Exam:** 70% of your grade will come from the final exam and duration is 3 hours.

Students are requested to take any types of advices or discussions regarding academic or personal issues. Feel free to share your opinions at class. Two way communications can bring effective result. I am always ready to support you all. I believe together we can make a beautiful academic atmosphere. Wish you all a healthy life and remember “Live with no excuses & travel with no regrets”.