

## **Business Communications**

### **Basic Information**

**Title:** Business Communications

**Code:** MGT403

**Credit Hours:** 3 C.H.

**Prerequisite(s):** MGT101

**Classification:** Major Restricted Elective Course

### **Course Description**

This course emphasizes the major aspects of business communications so as to gain students the relevant knowledge and skills of business communications. This course addresses important academic issues which help students have a basic background about organizational and interpersonal communications. These issues include: the communication model, business report writing, presentation skills, speech skills, feedback and filtering, effective writing and job search communications.

### **Learning Objectives**

- To understand the basic concepts and theories of organizational communications
- To appreciate the importance of business communications and their types.
- To be aware of the barriers of interpersonal and organizational communications.
- To gain students skills of business communications.

### **Learning Outcomes**

- Better understanding of nature and importance of business communications.
- How to write business reports.
- Skills of presenting ideas.
- How to deliver an effective speech.

## Course Outline

Module/Topic
<b><u>Module 1: Foundations of business communications</u></b> <b>Lesson 1:</b> Business communication , Management and success <b>Lesson 2:</b> The Model of business communication
<b><u>Module 2: Business Writing</u></b> <b>Lesson 1:</b> Planning, Composing, Revising <b>Lesson 2:</b> Format for letters and Memos <b>Lesson 3:</b> Writing correctly
<b><u>Module 3:Proposals and Reports</u></b> <b>Lesson 1:</b> Planning and Researching Reports <b>Lesson 2:</b> Writing proposals and progress reports <b>Lesson 3:</b> Analyzing information and writing reports
<b><u>Module 4: Presentation skills</u></b> <b>Lesson 1:</b> Making Oral Presentation
<b><u>Module 5: Job hunting</u></b> <b>Lesson 1:</b> Building resumes <b>Lesson 2:</b> Interviewing for a job
<b><u>Module 6: Managing Business Meetings</u></b> <b>Lesson 1:</b> Planning , conducting and recording meeting

\*Delivery mode of each module/topic will be determined by instructor and could differ from one semester to the other.