

Business Communication

Course Title	Business Communication		
Course Code	COM319C	Course Type	General Education Required Courses
Credit	3	Contact Hours	45
Prerequisites	None	Co-Requisites	None
Duration	15 weeks	Class Type	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	20	1. How to communicate clearly and logically with a well thought through structure
2. Asian Expertise	10	2. How to research, select information, design and finalize written documents and oral communication for specific audiences in a specific context
3. Creative Management Mind	30	3. How to write a well-structured memo
4. Cross Cultural Communication	30	4. How to conduct themselves in meetings, participating, listening, etc.
5. Social Responsibility	10	5. How to make an impactful presentation
		6. How to persuade others
		7. How to write a proposal and how to research and write a report

Course Description

An emphasis on the practical application of theories and principles to the development of those writing skills essential to communication encounters in the business world. The course includes practice in writing business letters, resumes, memos, instructional materials and reports, and using visual aids. Offered for students enrolled in applied science and technology. A highly practical course, it teaches you to: compose clear, concise memos, letters, and short reports write an effective job application letter and resume use visual aids in oral and written presentations practice developing and using appropriate illustrations for business documents use visual aids in written presentations increase the student's ability to analyze information and organize it into written reports develop a familiarity with formats for short business reports such as progress, trip and incident reports.

Learning and Teaching Structure

The Course will be taught as a mixture of lectures, in class oral practice and writing practice. Principles of Communication will be introduced in the classroom and time for discussion, simulations and practice will be given in class. Most of the writing assignments will be given as homework. The students should be prepared to buy and read the handbook and make notes in class. As preparing and giving a presentation is part of communication, the students will be expected to give presentations during the course. Feedback will be given for the presentation in class.

Assessment	%	Text and Materials
Attendance	20	Title: Lesikar's Business Communication
Class participation and Homework	10	Edition: 12th edition
Midterm Examination (Meeting)	30	Author(s): Rentz/Flatley/Lentz
Portfolio	20	Publisher: McGraw-Hill
Final Presentation	20	ISBN: 978-0-07-122097-2

Course content by Week

1	Introduction to the course, Audience, Building Goodwill, Bus Com Environment, Cultural Diversity, Team Work
2	Basics of Writing, Designing Documents, Creating Visuals
3	Preparing Job Application (Cover Letter, Resume, Job Interview) and practicing Job Interviews (group)
4	Writing Memo's and Practicing: Write a short memo
5-6	Oral Communication (Meetings, Debate, Negotiations, Social Situations, Chair a Meeting, Proposals, Body Language, etc.)
7	Midterm: Meeting Simulation
8-9	Presentations (Why, Who, What? Structure, Fear, Questions and Difficult People)
10-11	Role of Persuasion in Business: How to construct a persuasive message, Proposal, Planning and Researching Reports
12	Analyzing Information and Writing Reports
13	Solving Problems, Communicating the Solution, Positive and Negative messages
14-15	Review, Compile Portfolio and Final Presentations