

Semester	5		
Course Code:	MA5500		
Course Name:	Business Communication		
Credit Value	3 (Notional hours: 150)		
Pre-requisites	None		
Core /Optional	Optional		
Hourly Breakdown	Lecture (hrs)	Small-Group Discussions (hrs)	Independent Learning (hrs)
	14	31	105

Aim(s): To provide the necessary tools to develop communication skills for effective business operations and professional conduct as engineering managers.

Intended Learning Outcomes:

On completion of the course, students should be able to:

- **analyze** audience and related modes of communication for different situations.
- **demonstrate** communication skills in writing and presenting.
- **apply** communication skills in negotiating and conducting business meetings.
- **use** effective communication strategies for conflict handling and counseling.
- **demonstrate** communication skills in facing and conducting interviews.

Course content:

- **Understanding Your Audience:** Understanding yourself, perception, and getting to know your audience.
- **Different Communication Modes for Business Situations:** Communication choices in businesses; techniques of communications; nonverbal communications; listening and critical thinking.
- **Effective Writing for Business:** Letters, memorandums; proposals; reports; resumes; text; and emails.
- **Business Presentations:** Preparation for presentations; presenting; use of presentation aids.
- **Conducting Business Meetings:** Agenda; the role of the chair and members; meeting minutes.
- **Business Negotiations:** Laying the groundwork, mutual gain and win-win situations; complex issues and ethics.
- **Communications in Handling Stress, Conflict and Counseling:** Controlling stress through communication, conflict handling, and decision making; manager as a counselor.
- **Interviewing Skills:** Facing interviews; conducting interviews.

Teaching/Learning Methods:

Lectures
 Student Based Activities

Assessment Strategy

Continuous Assessments 50%		Final Assessment 50%		
Small Group Activities	30%	Theory 50%	Practical -	Other -
Individual reports and presentation	20%			

Recommended Reading:

- Luecke R. and Munter, M. (2003). *Harvard Business Essentials: Business Communication*. Harvard Business School Press.
- Malhotra, D. (2016). *Negotiating the Impossible: How to Break Deadlocks and Resolve Ugly Conflicts*. Pearson.
- Thill, J. V. and Courtland, L. B. (2017). *Excellence in Business Communication*. Pearson Education.