

1.	Course Title	Business Communication		
2.	Course Code	BBUS2023		
3.	Status	Faculty		
4.	Credit Hour	3 (2+1) 2 for lecture (2 hours per week x 14 weeks) 1 for tutorial (1.5 hours per week x 14 weeks)		
5.	Semester/Year	1/2		
6.	Prerequisites	Nil		
7.	Teaching method:	Distance Learning (Electronics)		
8.	Evaluation	Assessment and Marking Percentage: Quizzes 10 % Assignments 10 % Interactions through discussion board 10 % Mid-Semester Exam 20 % Final Examination 50 %		
9.	Lecturer	N/A		
10.	Objective of the Subject	This subject is designed to enable students to: - Develop and apply oral and written communication skills relevant to the employment and job market. - Understand and demonstrate the use of basic and advanced proper writing techniques that today's technology demands. - Plan, organize and manage meetings successfully. - Use e-mail effectively and efficiently. - Design and deliver oral presentations - Plan, write, and completing reports and proposals - Develop interpersonal skills that contribute to effective and satisfying personal, social and professional relationships. - Explore the latest Information Communication Technology trend and challenges		
11.	Learning Outcomes	Upon completion of this subject, students should be able to: - Communicate successfully in both oral and written form of business communication - Use Information and Communication Technology (ICT) in today's business environment - Organize and manage meetings successfully - Write and prepare business reports and proposal effectively. - Deliver effective presentations - Portray professionalism in interpersonal and intercultural communication and social relationships.		
12.	Synopsis	This subject is designed to provide students with a comprehensive view of communication, its scope and importance in today's business environment. The various types of business communication media are discussed. This course also develops an awareness of the importance of concise written expression to modern business communication with the use of Information and Communication Technology (ICT). The role of communication in establishing favorable impressions outside the firm environment also covered.		
13.	Topics	Details	Lecture (Hrs)	Tutorial (Hrs)
	Topic 1	Overview - Importance of communication - Communication process - Types of communication - Understanding business communication	2	0
	Topic 2	Oral Communication - Fundamental of oral communication - Non verbal communication	4	3

Bachelor of Business Administration in E-Commerce (Hons)

		- Emotional intelligence - Communicating through events - Barriers in oral communication - Overcoming communication barriers		
	Topic 3	Written Communication - Planning business messages - Writing business messages - Revising business messages	2	1.5
	Topic 4	Formal letters, Memos, and E-mails - Writing Routine, Good News and Goodwill messages - Writing Bad News messages - Writing persuasive messages	2	1.5
	Topic 5	Reports and Proposals - Planning business reports and proposals - Writing business reports and proposals - Revising business reports and proposals - Effective business reports and proposals - Presenting business reports and proposals	4	3
	Topic 6	Designing and Delivering Oral Presentations - Planning oral presentations - Writing oral presentations - Revising oral presentations - Electronic presentation tools - Delivering effective presentation	4	3
	Topic 7	Managing meetings - Types of meetings - Planning for meetings - Organizing meetings - Meetings documentation - Conducting effective meeting	4	3
	Topic 8	Employment messages and job interviews - Writing resume and application letter - Types of job interviews - Preparation for job interviews - Attending job interview - After the job interview	4	3
	Topic 9	Communicating through Internet and other technology - Internet communication - Mobile telecommunication - ICT trends and challenges	2	1.5
	Topic 10	Communication and media in Islam - Communication and Islamic Culture - Internet and Islam - Business ethics and communication	2	1.5
		Total contact hours	28	21
		Equivalent lecture hours	28	14
		Total lecture hours	42	
		Credit hours	3	
14.	Main references:	John V. Thill and Courtland L. Bovee (2008) Excellence in Business Communication , 8th Edition, Pearson-Prentice Hall		
15.	Additional References:	1. Fred E. Jant (2007) An Introduction to Intercultural Communication: Identities in Global Community . 4th Edition, Sage Publication 2. Mary E. Guffey (2006) Business Communication: Process and Products , Thomson-South Western 3. John V. Thill and Courtland L. Bovee (2005) Business Communication Today , 8th Edition, Pearson-Prentice Hall		

	4. Dale F. Eickelman, Jon W. Anderson (2005) New Media in the Muslim World: The Emerging Public Sphere, 2nd Edition, Indiana University Press 5. Skalli, Loubna H. (2006), "Communicating Gender in the Public Sphere: Women and Information Technologies in the MENA Region", Journal of Middle East Women's Studies - Volume 2, Number 2, Spring 2006, pp. 35-59 6. Gholam Khiabany (2007), "Is there an Islamic communication? The persistence of 'tradition' and the lure of modernity ", Critical Arts, Volume 21, Issue 1, pp. 106-124. 7. Joseph N. Pelton (2005), Future Trends in Satellite Communications: Markets and Services, International Engineering Consortium, Illinois USA. 8. Hamid Mowlana, Foundation of communication in Islamic Society, pp 305 -316 in Mediating Religion: Conversations in Media, Religion and Culture (2003), Continuum International Publishing Group.
Other Materials:	All other materials will be available to students online.