



QURTUBA UNIVERSITY

Of Science and Information Technology

D.I Khan, Peshawar Khyber Pakhtunkhwa, Pakistan.

Course Name	Business Communication
Course Code	ENG200
Semester	Third
Credit Hours	03
Total Weeks	16/18
Total Hours	48/54
Total Marks	100
Pre-requisite	None

Course Objectives

- This course is designed to help students learn Business Communication by developing their written and oral communication skills thus helping them to be successful professionals. The purpose of this course is to familiarize students with real-life communication issues; practical knowledge other than the theoretical discussions.

Grading Criteria

Distribution	Weight
Quizzes, Assignments, and class participation	10
Mid Term	20
Final Term	70
Total	100

Recommended Books

- Effective Business Communication By HertaMorphy

WEEK WISE BREAKDOWN

Week	Description
1	<ul style="list-style-type: none"> • Introduction to communication (Verbal & non-Verbal Communication)
2	<ul style="list-style-type: none"> • Importance & components of Communication
3	<ul style="list-style-type: none"> • 7 C's of Business Communication
4	<ul style="list-style-type: none"> • 7 C's continued

5	<ul style="list-style-type: none"> Strategies for improving oral presentation (in detail)
6	<ul style="list-style-type: none"> Strategies for successful informative & Persuasive speaking (Purpose. Kinds. Audience analysis & organization for informative & persuasive speaking)
7	<ul style="list-style-type: none"> Communication through technology
8	<ul style="list-style-type: none"> Effective Business Messages (Memorandums, special time saving messages & message media)
Two Assignments + Two Test Mid Term Exam	
9	<ul style="list-style-type: none"> Five planning steps
10	<ul style="list-style-type: none"> Basic organization plans (beginning and ending)
11	<ul style="list-style-type: none"> Report writing in detail with few samples from the book (short and long reports)
12	<ul style="list-style-type: none"> Meeting in detail <ul style="list-style-type: none"> a) Agenda and minutes of meeting b) Background information on groups c) Purpose and kinds of meetings
13	<ul style="list-style-type: none"> Meetings <ul style="list-style-type: none"> a) Solving problems in meetings b) Leadership responsibilities in meetings c) Participants responsibilities in meetings
14	<ul style="list-style-type: none"> Job application process <ul style="list-style-type: none"> a) Resume composition with covering letter b) Self and market assessment in brief
15	<ul style="list-style-type: none"> Successful preparation for job interview with special focus on English as medium
16	<ul style="list-style-type: none"> Revision and presentations
Two Assignments + Two Test+ Presentation Final Term	

Learning Outcomes:

- An understanding of what is required for, and the barriers to, good communication.
- An understanding of the importance of grammar and clear writing in written reports
- An ability to design and the effective use of various types of oral, written and digital communication modes geared to a range of business audiences