



QURTUBA UNIVERSITY

Of Science and Information Technology

D.I Khan, Peshawar Khyber Pakhtunkhwa, Pakistan.

Course Name	Business Communication
Course Code	ENG302
Semester	First
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 Hearta Morphy

WEEK WISE BREAKDOWN

Week	Description
1	Sentence Structure
2	Paragraph writing
3	Essay Writing
4	Assignment writing
5	Introduction and importance of business communication
6	Verbal and non-verbal communication + components of communication
7 & 8	7 C's of business communication
	Two Assignments + Two Test Mid Term Exam
9	Communication through technology
10 & 11	<ul style="list-style-type: none">• Memorandums and business letters• Five planning steps
12	Short and long report writing with special focus on its structure
13	Meetings in detail
14	Job application process (Resume + Cover letter)
15 & 16	<ul style="list-style-type: none">• Successful preparation for job interview• 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