Course Outline: Business Communications

Course:
ESME 503: Business Communication
Credit:
3 Credit Hours
Pre-Requisite:
None

Course Objectives:
To provide the students with a detailed knowledge of business communication and report writing enabling them to
   a- Acquire practical and oral communication skills,
   b- Use written Communication skilfully in different business situations

Course Outline

1: EFFECTIVE COMMUNICATION IN BUSINESS:
Definition, characteristics, process, importance of communication in business, different kinds of communication, features of communication.

2: THE PROCESS OF BUSINESS COMMUNICATION
Elements of communication, communication concepts. Non verbal Communication, process of preparing effective business messages, planning steps, basic organisational plans, beginnings and endings, composition of the message.

3. EFFECTIVE COMMUNICATION PRINCIPLES:
Through styles: completeness, clarity, conciseness, correctness, concreteness, gestures: considerations, manners: courtesy, presentations and follow-up or feedback.

4: BUSINESS LETTER:
Direct request, inquiries, claims and requests for adjustments, requests regarding routine business or public causes, invitations, orders, reservations, favourable replies, unsolicited favourable messages, request, sales letter, evaluating your achievements, market research, making preliminary career decisions, resume, job application letter.
5: BUSINESS REPORT:
Meaning and classification of business reports, preparation before writing reports, main parts of the report, organisation and outline of report body, visual aids, short reports, suggestions for short report, informational memorandum reports, analytical memorandum reports with graphs, informational and analytical report, formal report, working plans, prefatory parts: documentation and other notes, supplemental parts, presentation of the formal report.

6: ORAL PRESENTATION AND USE OF MODERN ELECTRONIC GADGETS:

Prescribed Text:
- Effective Business Communication by Herta A. Murphy. McGraw Hill Company