

Subject Code	Subject Name	Period per Week		Credit
25831	Business Communication	T	P	C
		2	0	2

Rationale	Business communication plays a vital role in modern time. Business communication the process of sharing information between employees within and outside a company. Business communication is essential for success and growth of every organization. By studying this course students will be able to acquire knowledge on communication, Communication model and feedback, Types of communication, Formal and informal communication, Report writing, Methods of communication, effective listening, Essentials of communication, Office management and developed skills on delivered effective presentation, interpersonal communication, listening, report writing and business letter.
Learning Outcome	<p>After completion of this course, students will be able to</p> <ul style="list-style-type: none"> • Effective business communication. • Developing and delivering effective presentations. • Effective interpersonal communications. • Good time management. • Effective problem solving. • Acquiring Knowledge of Information and Communication Technology. • Effective business report writing.

Detailed Syllabus (Theory)

Unit	Topics with Contents	Class (1 Period)	Final Marks
1.	Business communication. 1.1 Define business. 1.2 Define communication. 1.3 Define business communication. 1.4 Describe the scope of business communication. 1.5 Mention the Importance of communication in modern business. 1.6 State the objectives of business communication. 1.7 State the functions of business communication. 1.8 Discuss the principles of communication. 1.9 Mention the essential elements of communication process.	4	8
2.	Communication model and feedback. 2.1 Define communication model. 2.2 State the Importance of communication model. 2.3 State the basic functions of Communication model. 2.4 Mention the Limitation of communication model. 2.5 Define feedback. 2.6 State the basic principles of effective feedback. 2.7 State the essential feedback to complete communication process.	3	6
3.	Types of communication. 3.1 Define channel of communication. 3.2 Mention the channel of communication. 3.3 State the different types of communication. 3.4 Distinguish between upward and downward communication. 3.5 State the merits and demerits of upward communication. 3.6 State the merits and demerits of downward communication. 3.7 Define two-way communication. 3.8 Explain-`Two-way communication is more important now a day. 3.9 State the merits and demerits of two-way communication.	5	9
4.	Formal and informal communication. 4.1 Define the formal and informal communication. 4.2 Describe the advantages and disadvantages of formal communication. 4.3 Describe the advantages and disadvantages of informal communication. 4.4 Difference between formal and informal communication.	2	4

5.	Methods of communication. 5.1 Define communication methods. 5.2 Discuss the various methods of communication. 5.3 Discuss the merits and demerits of oral communication. 5.4 Discuss the merits and demerits of written communication. 5.5 Difference between oral and written communication.	3	6
6.	Effective listening 6.1 Define listening. 6.2 State the different types of listening. 6.3 State the importance of listening. 6.4 Define effective listening. 6.5 Discuss the barriers to effective listening. 6.6 Discuss the way for overcoming barriers to effective listening.	3	5
7.	Essentials of communication 7.1 Discuss the essential qualities of good communication. 7.2 Discuss the barriers of communication. 7.3 Discuss the way for overcoming barriers to good communication.	2	4
8.	Report writing 8.1 Define report, business report and technical report. 8.2 State the essential features of a good report. 8.3 Mention the factors to be considered while drafting a report. 8.4 State the components of technical report. 8.5 Distinguish between a technical report and general report. 8.6 Prepare a technical report.	4	7
9.	Office management. 9.1 Define office and office work. 9.2 State the characteristics of office work. 9.3 Define filing and indexing. 9.4 Discusses the method of filing. 9.5 Discusses the method of indexing. 9.6 Distinguish between filing and indexing.	3	5
10.	Business letter, official and semiofficial letters. 10.1 Define then business letter, official and semiofficial letters. 10.2 State the Importance of business letter. 10.3 Prepare Curriculum vitae (CV), Appointment letter, joining letter, leave letter, Complain Letter and tender notice.	3	6
	Total	32	60

REFERENCE BOOK:

1. Business Communication and Report Writing-Professor Murtaza Ali
2. Business Communication-মো: খানেকুজুজেন ও মো: মোশারফ মোলেন মধুরী