

# The Islamia University of Bahawalpur

RYK Campus, Rahim Yar Khan, Pakistan Ph: +92 - 68 - 9239042



## Tentative Course Plan Department Of Management Science, RYK Campus

Class: BBA(Hons)

Semester: 3

Session: 2019-23(Spring)

<b>Instructor</b>	<b>Balqees Sattar</b>		<b>Email:</b> ayeshab107gmail.com	
<b>Course Title</b>	<b>Business Communication-1</b>		<b>Program</b>	<b>BBA</b>
<b>Course Code</b>	<b>DMS-01401</b>		<b>Credit Hours</b>	<b>03</b>
<b>Lecture</b>	Tuesday (08:30 am to 10:00am ) and Wednesday (08:30 am to 10:00am), Room# 04			
<b>Course Objective:</b> This course is intended to provide participants with advanced understanding of the concepts and principles of professional business communication. It helps students to develop ability to persuasively communicate to achieve their desired goals.				
<b>Course Outcomes:</b> After studying this course students will be able to:				
<ul style="list-style-type: none"> <li>To work under the current conditions of dynamic environment</li> <li>To face challenges of the current condition.</li> <li>To know the theoretical as well as practical aspects of communication skills.</li> </ul>				
<b>Methods of Teaching</b>				
<ul style="list-style-type: none"> <li>Lectures</li> <li>Assigned readings</li> <li>Case Discussion and Analysis</li> <li>Assignments</li> <li>Web-assisted instruction</li> </ul>				
<b>Resource Material</b>	1.Books Prescribed: Business Communication by Court Bovee, Business Communication by P.D Chaturvedi			
<b>Resource</b>	2.Reference Book		3.Research Papers	
<b>Resource</b>	i	Business Communication by Herta A. Murphy	i	
<b>Resource</b>	ii	B	ii	
<b>Resource</b>	4.Hot Research Papers		5.Web Resources	
<b>Resource</b>	i		i	
<b>Resource</b>	ii		ii	
<b>Office Help Hours</b>	Thursday: 11:30am-01:00pm			
<b>Grading</b>	Exam (Date to be announced) Mid- Exam (30%) Final Exam (50%) Problem Session/Assignments (20%)			
<b>Problem Session</b>	Thursday: 01:00pm-02:45pm Room# 02			
<b>SEQUENCE OF TOPICS TO BE COVERED</b>				
Lecture Date	Session #	Topics (outline of main topics and sub topics)	Chapter #	Tutorial /Laboratory
Feb24- Mar01	1 & 2	Introduction,Classification,Purpose,Process of Communication, Elements of communication	Notes	
Mar02- Mar08	3 & 4	Introduction and forms of oral communication. Importance of oral communication.	Notes	
Mar09- Mar15	5 & 6	Non-Verbal Communication, Methods of Communication:Written,Oral,Electronic	Notes	
Mar16- Mar22	7 & 8	Barriers in oral communication. Oral communication in business and in practice	Notes	
Mar23- Mar29	9 & 10	Process of preparing effective business message, Persuasive Speaking	Notes	
Mar30- Apr05	11 & 12	Role of culture and diversity on communication in the workplace.	Notes	
Apr06- Apr12	13 & 14	Analyze your organization and environment	Notes	
Apr13- Apr19	15 & 16	Speaking	Notes	
<b>Mid Term Exam</b>				P/1

Apr27- May03	17 & 18	Planning and conducting an interview	Notes	
May04- May10	19 & 20	Meetings/workshops. Group Discussion. Facing Media	Notes	
May11- May17	21 & 22	How to make presentation/control of stage fright.	Notes	
May18- May24	23 & 24	Knowing and analyzing Audience. Motivating your Audience	Notes	
May25- May31	25 & 26	Character and Personality traits of Audience. Internal and external Audience	Notes	
Jun01- Jun07	27 & 28	Planning of Speech	Notes	
Jun08- Jun14	29 & 30	Confidence Building:Presentation		
Jun15- Jun21	31 & 32	Presentation		
		<b>Final Term Exam</b>		

**Student Evaluation criteria:**

Attendance	5%
Assignments/Case study	5%
Surprise Test/Sudden Test , Quizzes	5%
Class Participation	5%
Mid Term Paper	30%
Final Term paper	50%
<b>Total</b>	<b>100%</b>

**Student Responsibilities:**

Students must attend class. Failure to attend class may result in failure in the course. Students must also arrive on time and remain in class for the entire period. Cellular Phones and Beeper must be Turned off (Proper classroom decorum [behavior] adopts, Course outlines and calendars explain requirements and assignments, students are responsible for knowing what they say. Students are also responsible for doing all assigned work on time. Excessive absences (more than 15%) will result in “F Grade”. Students may prepare Sketchbook for taking notes and for references.

**Course Instructor**

**Approved by:**

**Dean/ Chairman/ HOD/ Subject Specialist/ Program Coordinator**

