

BUSINESS COMMUNICATION-1
COURSE NO: 312

1. **IMPORTANCE OF BUSINESS COMMUNICATION:** Life blood of every organization, Benefits in your career & personal life, the challenge of communicating for business.
2. **THE PROCESS OF COMMUNICATION & MISCOMMUNICATION:** Elements of communication, General communication concepts, & problems
3. **LEGAL ASPECTS OF BUSINESS COMMUNICATION.**
4. **EFFECTIVE STRATEGIES FOR COMPOSING YOUR MESSAGE:**
The ways good writers write, Overcoming writer's block & Procrastination, Getting & using feedback, Revising, Editing, & Proofreading, Using boilerplate, Collaborative writing.
5. **ADAPTING YOUR MESSAGE TO YOUR AUDIENCE:**
Elements of communication, General communication concepts, & problems
6. **LEGAL ASPECTS OF BUSINESS COMMUNICATION.**
7. **EFFECTIVE STRATEGIES FOR COMPOSING YOUR MESSAGE:**
The ways good writers write, Overcoming writer's block & Procrastination, Getting & using feedback, Revising, Editing, & Proofreading, Using boilerplate, Collaborative writing.
8. **ADAPTING YOUR MESSAGE TO YOUR AUDIENCE:** Who is your audience, Ways to analyze your audience, Using audience analysis to adapt your message, writing or speaking to multiple audiences with different needs.
9. **CHOSSING THE RIGHT WORD:** Accurate denotation, Appropriate connotation, Short familiar words.
10. **MAKING YOUR WRITING EASY TO READ:** Good style in business & administrative writing, Nine ways to make your writing easier to read.
11. **GOOD NEWS & NEUTRAL MESSAGES:** Favorable replies to the request
12. **BAD NEWS MESSAGES.**

BOOKS RECOMMENDED:

1. Murphy, Herta & Peck Charles E.
Effective Business Communication, 3rd Ed. N.Y. McGraw Hill, 1980.
2. Herta a. Murphy
Effective Business communication, McGraw Hill, International Edition.
3. Sh.Atta Ur Rehman
Effective Business Communication and report writing.
4. John V. thill Courtland L. Bouee
Excellence in Business Communication, 3rd Edition. 1996. McGraw Hill Inc.

REFERENCE BOOKS:

1. Shuter, Written Communication Business, New York, McGraw Hill, 1980, USA
2. Murphy, Hert A. Business Communication, 7th Ed. McGraw Hill, 1997.
3. David Nickson & Suzzy Siddons Business Communication, Oxford Bulterworth 1996
4. John Bhalihill & Cartland Excellence in Business Communication, BC 651/7