

Course Title	Business Communication Skills			Course Code	BST 41462		
Year	4	Semester	1	Credits	02	Theory (hr)	20
						Practical (hr)	20
						Independent Learning (hr)	10

Aim of the Course:

To provide the knowledge and skills to engage in day-to-day business communication activities logically and effectively

Intended Learning Outcomes:

After completion of this course, the learner should be able to:

- Write a business letter, memo and an e-mail with an appropriate structure and content.
- Engage in small talk and telephone conversations effectively and confidently.
- Present the business ideas and productions in a formal set up.
- Derive a logical conclusion to a problem in hand, i.e. real or simulated.
- Produce a standard e-Portfolio on a given aspect.

Course Capsule:

Theory
Structure and mechanics of formal writing; Organizing contents, thoughts and ideas in write-ups; Styles of business presentations; Format and styles of business letters; Deriving logical conclusions through interpreting and applying results; Empathy, emotional quotient, personality types; Strategies of problem solving; Business cultures; E-portfolios and related skills

Practical
Effective writing skills - Workshop; Effective presentations - Workshop; Business letter writing; Formulation of a CV and covering letter; Reading project on effective communication; Public speaking; e-Portfolio development

Assessment:

Continuous assessment: 30%
 End semester assessment: 70%