Institute Of Business & Information Technology
University of the Punjab
Quaid-e-Azam Campus, Lahore

Basic Information:

Title:	Business Comm. & Technical Writing	**Code**	GEN 250
Program:	BBIT	**Credit Hours:**	Three (03)
Sessions:	30 Classes + Mid Term + Final Term	**Pre-Requisite:**	English Composition

Course Description:

Business Communication introduces you to a variety of technical and business writing theories and practices designed to be applicable to the production of business communication in the real world. It teaches the fundamentals of good business writing, including protocols for business letters, memoranda, electronic mail, good and bad messages, persuasive messages and formal reports and proposals. In addition, there will be instruction in oral presentation and in-depth practice on both an individual and a collaborative basis. Students will learn how to enhance their business communication with technically based media.

Learning Outcomes:

After the completion of this course, it is expected that students who will involve themselves in the knowledge base working of the course will be capable to

✓ *Analyze written and verbal communications and evaluate their usefulness, relevance, rhetorical components, and stylistic elements*
✓ *Think critically about rhetorical choices and audience awareness while communicating with ethics.*
✓ *Compose effective and persuasive written, visual, and oral texts for diverse audiences*
✓ *Design visually attractive documents with informative and eye-catching visual elements*
✓ *Research using a broad range of sources, synthesizing and judging the quality of collected information*
✓ *Write in a variety of workplace genres including resumes, letters, emails, memos, white papers, and reports*

Teaching Learning Methodology:

The formal teaching component of this course consists of active student participation in and contribution to all forms of teaching and learning i.e. lectures, discussions, research assignments and projects. Lectures will be twice a week of 90 min each.

Group Configurations:

One of the objectives of this course is to encourage and facilitate teamwork. Class will have to make a group of four for projects and research assignments. It is recommended that student will form their own groups. As a general guideline, your group should have members with diverse skill sets including people who are proficient or have aptitude for different subject areas.

Weekly Term Plan

Week	Lecture Topic
01.	*Introduction to Business Communication*
02.	*The Process of Communication and Misconceptions*
03.	*Non-verbal Communication*
04.	*Principles of Business Communication (Concreteness)*
05.	*Intercultural Communication, Individual Cultural Variables*
06.	*Process of Preparing Effective Business Messages*
07.	*Communication Through Technology*
08.	*Basic Organizational Plans, Inquiries and General Requests*
09.	*Mid Term Examination*
10.	*Letter Writing; Format, Placing Orders, Sales letter etc*
11.	*Memorandum and Circular*
12.	*Business Reports, Market Reports, Minutes of the Meeting*
13.	*Process of Preparing the Interview*
14.	*Language Practice and Negotiation Skill*
15.	*Thesis Writing and Presentation*
16.	*Final Term Examination*

Topics in Detail

Business Communication
Introduction to Business Communication
Flow of Communication
Theories of Communication
The Process of Communication and Misconceptions
Barriers in Effective Communication

Non-verbal Communication
Non-verbal Communication
Traits of Good Communicators

Principles of Business Communication
Concreteness
Consideration
Conciseness,
Coherence
Clarity

Intercultural Communication
Intercultural Communication
Individual Cultural Variables

Effective Business Messages
Preparation of Business Message
Process of Preparing Effective Business Messages
The Appearance and Design of Business Messages
Communication Through Technology

Basic Organizational Plans
Preparation of Organization Plan
Inquiries and General Requests

Application Writing
Format of Application
Essential Features
Main Content
Leaving Trackability

Letter Writing
Format of Letter
Placing Orders
Claim Letter

Adjustment Letter
Collection Letter
Sales Letter
Discussion and Reviews

Memorandum and Circular
Minutes of the Meeting
Business Reports –letter reports
Business Reports–formal reports
Market Reports

Resume Writing
Contents of Resume
Format of Resume
Purpose of Resume
Cover Letter for Job

Job Inquiry Letter and Interview
Process of Preparing the Interview
From Dressing to Interview
Introducing yourself
Eye Contact during Interview
Oral Presentation

Negotiation Skill
Preparing for Negotiation
Ensuring prior knowledge about the opponent stance; Arguments and Counter Arguments
Keeping the Table in Control
Keeping the Options Open
Dialogue Verbalism
Concluding the Negotiation

Thesis Writing and Presentation
Writeup Styles
Format Styles
Citation Standards
Article Distribution
Chapter Division
Concluding the Writeup

Text & Recommended Readings	Assignment Specification	
A. *Murphy, Herta A.* *Effective Business Communication*	*Microsoft Word for Documentation*	
	Headings	*Arial 11pt Bold*
B. *Bovee's.* *Business Communication Today*	*Normal Text*	*Times New Roman 10pt*
	Header Footer	*Times New Roman 8pt*
C. *Fisher, Roger. Getting to YES*	*Paragraph*	*Single Line Spacing* *First Line Indent 1.0 cm*
D. *Ferriss, Tim. The 4 Hours Workweek*	*Page Margins*	*2 cm from each side*

Grading Policy:

Final Grade for this course will be the cumulated result of the following term work with relevant participation according to the quoted percentage.

Sessional	25%		Mid Term	35%		Final Term	40%
Assignments	10 %		Mid Term Exam	25%		Final Exam	30%
Quizzes	10%		Major Report/Work	10%		Case Study/ Project/	10%
Presentations	05%					Term Paper	

Remember subdivision of Mid Term and Final Term Examination should be done only in case of very essential and major Grading Instruments.

Dishonest Practices & Plagiarism

Any student found responsible for dishonest practice/cheating (e.g. copying the work of others, use of unauthorized material in Grading Instruments) in relation to any piece of Grading Instrument will face penalties like deduction of marks, grade 'F' in the course, or in extreme cases, suspension and rustication from IBIT.

For details consult Plagiarism Policy of PU at http://pu.edu.pk/dpcc/downloads/Plagiarism-Policy.pdf

Grading System:

Letter Grade	Grade Point	Num Equivalence
A	4.00	85 – 100 %
A-	3.70	80 – 84 %
B+	3.30	75 – 79%
B	3.00	70 – 74 %
B-	2.70	65 – 69 %
C+	2.30	61 – 64 %
C	2.00	58 – 60 %
C-	1.70	55 – 57 %
D	1.00	50 – 54 %
F	0.00	Below 50 %
I	Incomplete	*
W	Withdraw	*

Norms to Course:

- ✓ *Submission Date and Time for the term instruments is always **Un-Extendable**.*
- ✓ *7 Absentees in class will be result in forced withdrawal. (**PU Policy**)*
- ✓ *Re-sit in Mid and Final Term will cause you a loss of 2 and 3 grade marks respectively. (**PU Policy**)*
- ✓ *This is your responsibility to keep track of your position in class evaluation units.*
- ✓ *After the submission date, NO excuse will be entertained.*
- ✓ ***Keep a copy of all submitted Grading Instruments.***
- ✓ *Assignment is acceptable only in its Entirety.*
- ✓ *No make up for any assignment and quiz.*
- ✓ *Copied & Shared work will score Zero.*
- ✓ *Assignments are Individual.*

Good Luck