**Business Communication/English for Specific Purposes**

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| Resource Person: | Mr. M. Ali H. Chauhan |
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| Contact Hours: | 45 |
| Office Address: | Management Department, HSM,  Main Building, UMT Main Campus |
| Programme: | BBA |
| Section: | A |
| Semester: | Fall 2021 |
| Course Pre-requisites: | English 3 |
| Credit Hours: | 3 |
| Course Type: | In Person/Hybrid/Online |
| Venue/Day/Time: |  |
| Course URL (if any): |  |

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| **Course Description:** |
| Through engagement in a wide range of projects and tasks, students will practice expressing themselves clearly, effectively, and convincingly to appropriate audiences in different business and workplace settings using various types of business communication media. Some of the core professional contexts that will be delved into deal with advocacy, negotiation, crisis communication, stressful conversations, conflict resolution, and other difficult decision-making scenarios.  The material is interesting, and the exercises are relevant to most administrative, supervisory, and managerial positions in many of the most popular professional fields. You learn not through reading heaps of handouts and book chapters but through employing the theory that is taught in class to practical situations. For this purpose, you will work in groups to discuss communication situations, develop communication strategies, simulate every- day workplace scenarios, and of course design your own role play situations pertaining to common workplace communication errors. |

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| **Course Teaching Methodology:** |
| Teaching methodology for the course is designed to augment participants’ learning through (a) reading & discussion, (b) observation and (c) experimentation. Besides readings, lectures and discussions, in-class personal assessment exercises will be conducted.   1. Lectures and discussions 2. Presentation – Project 3. Videos 4. Self-assessment exercises |

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| **Programme Educational Objectives (POs):** | |
| PO-1 | To incorporate within the curriculum major emphasis on the development of students' fundamental learning skills, for example: reasoning and quantitative abilities; as well as communication and computing skills which they will need for responsible leadership roles in their careers. |
| PO-2 | To prepare students to take up careers in Marketing, Finance, Information Systems, Entrepreneurship, Management, International Business and Supply Chain Management in leading organizations. |
| PO-3 | To train the students to develop an understanding and appreciation of the global business environment. |
| PO-4 | To meet the demand of corporate world for managers who are equipped with business knowledge and are able to cope with constantly rising business needs. |
| PO-5 | To ensure that employability of student is at the maximum based on their potential and learning orientation. Crate a transformational learning environment that enhances their business acumen. |

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| **Programme Learning Outcomes (PLOs):**  **After completing this degree programme, students shall be able to:** | | |
|  | | **Mapping the PLOs with POs** |
| PLO-1 | Understand the Concepts related to Business and subject matter | PO1 |
| PLO-2 | Develop understanding about multiple facets and domains of business environment | PO2 |
| PLO-3 | Acquire the Knowledge to allow for the graduates to understand how the international community works and what type of solutions are needed in dynamic global business world | PO1, PO4 |
| PLO-4 | Able to understand the internal and external environment; How it operates and affects the business environment. Create solutions to provide answers for the new and challenging solutions prevalent within the business world | PO1, PO4 |
| PLO-5 | Understand the National and International political economics and its effects on the business World. Be up to speed to create the impact that is needed at the time for the organizations | PO1, PO5 |

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| **Course Objectives (COs)** | |
| CO-1 | Formulate an effective communication strategy for any message, in any medium, and in any situation. |
| CO-2 | Create impressive formal & informal presentations that are delivered with confidence and poise. |
| CO-3 | Develop the capacity to create moral courage, which strengthens the ability to lead |
| CO-4 | Develop a persona that exudes confidence and professionalism through the effective use of words, body language, facial expressions, clothes and accessories, tone of voice etc. Be aware of what constitutes “effective” communication and interpersonal skills. |

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| **Course Learning Outcomes (CLOs):**  **After completing this course, students shall be able to:** | | |
|  | | **Mapping the CLOs with PLOs** |
| CLO-1 | Speak, write, and interact clearly, concisely, and convincingly. Design and deliver audience- and goal-oriented presentations | PLO1, PLO3 |
| CLO-2 | Be confident in various public speaking situations. Understand and demonstrate the use of basic and advanced proper writing techniques that today's technology demands, including anticipating audience reaction | PLO2 |
| CLO-3 | Formulate effective business texts that create good-will: letters, emails, memos, meeting minutes, reports, and proposals | PLO3 |
| CLO-4 | Develop interpersonal skills that contribute to effective and satisfying personal, social, and professional relationships. Analyze video samples of effective & ineffective oral communication. | PLO4 |
| CLO-5 | Use persuasive techniques (in written as well as in oral form) to market products and services. Use their words, body and voice to communicate professionalism and expertise (overcome lack of confidence) | PLO5 |

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| **Assurance of Learning and Assessment Items:**  *Specify Assessment Items that will assure student learning through application and achieve objectives of specific PLOs / COs / CLOs* | |
| **Assessment Item** | **Application/ Objectives**  **PLO / CO / CLO** |
| Scenarios | Affects the Understanding of the course material along with the application of the concepts  PLO/CO/CLO – 1/3/5 |
| Projects | Allows students to get a comprehensive exposure of the overall business environment  PLO/CO/CLO – 1-2/3/2-5 |
| Presentations | Polishes the Presentation Skills of students and their communication skills  PLO/CO/CLO – 1-4/1-3/4-5 |
| Class Activities | Quick assessments are provided to students which allows them in improving their learning skills and application skills  PLO/CO/CLO – 1-4/1-3/4-5 |

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| **Assessment Structure and Grading Policy\*:** | | |
| **Assessment Item** | **Weight (%)** | **Execution Plan** |
| Class Activity | 20 | Biweekly |
| Assignments | 10 | Biweekly |
| Mid-term exam | 20 | One-time assessment |
| Project | 20 | On going through the semester |
| Final Presentation | 30 | One-time assessment |
| **Total** | **100** |  |
| **Notes – Norms and Important Class Policies:**  *(such as submission guidelines, academic honesty, make-up policy, code of conduct)*   * Be On Time   You need to be at class at the assigned time. After 10 minutes past the assigned time, you will be marked absent.   * Mobile Policy   **TURN OFF YOUR MOBILE PHONE!** It is unprofessional to be texting or otherwise.   * Email Policy   **READ YOUR EMAILS!** You are responsible if you miss a deadline because you did not read your email. Participants should regularly check their university emails accounts regularly and respond accordingly.   * Class Attendance Policy   A minimum of 80% attendance is required for a participant to be eligible to sit in the final examination. Being sick and going to weddings are absences and will not be counted as present. You have the opportunity to use 6 absences out of 30 classes. Participants with less than 80% of attendance in a course will be given grade ‘F’ (Fail) and will not be allowed to take end term exams. International students who will be leaving for visa during semester should not use any days off except for visa trip. Otherwise they could reach short attendance.   * Moodle   UMT –LMS (Moodle) is an Open Source Course Management System (CMS), also known as a learning Management System (LMS). Participants should regularly visit the course website on MOODLE Course Management system, and fully benefit from its capabilities. If you are facing any problem using Moodle, visit <http://oit.umt.edu.pk/moodle>. For further query send your queries to [moodle@umt.edu.pk](mailto:moodle@umt.edu.pk)   * Harassment Policy   Sexual or any other harassment is prohibited and is constituted as punishable offence. Sexual or any other harassment of any participant will not be tolerated. All actions categorized as sexual or any other harassment when done physically or verbally would also be considered as sexual harassment when done using electronic media such as computers, mobiles, internet, emails etc.   * Use of Unfair Means/Honesty Policy   Any participant found using unfair means or assisting another participant during a class test/quiz, assignments or examination would be liable to disciplinary action.   * Plagiarism Policy All students are required to attach a “Turnitin” report on every assignment, big or small. Any student who attempts to bypass “Turnitin ” will receive “F” grade which will count towards the CGPA. The participants submit the plagiarism report to the resource person with every assignment, report, project, thesis etc. If student attempts to cheat Turnitin, he/she will receive a second “F” that will count towards the CGPA. There are special rules on plagiarism for final reports etc. all outlined in your handbook. * Withdraw Policy   Students may withdraw from a course till the end of the 12th week of the semester. Consequently, grade W will be awarded to the student which shall have no impact on the calculation of the GPA of the student. A Student withdrawing after the 12th week shall be automatically awarded “F” grade which shall count in the GPA.   * Communication of Results   The results of quizzes, midterms and assignments are communicated to the participants during the semester and answer books are returned to them. It is the responsibility of the course instructor to keep the participants informed about his/her progress during the semester. The course instructor will inform a participant at least one week before the final examination related to his or her performance in the course. | | |

*\*Rubrics for all assessments (including mid and final exams) will be provided separately to the students.*

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| **Weekly Sessions Plan:** | | | |
| **Week** | **Topics / Contents** | **Activity** | **Application/Objectives**  **PLO / CO / CLO** |
| 1 | * Introduction of the course and getting to know one another | * Introductions * Ice-breaking * Discussions | PLO1, CO1, CLO1, Most the Topics are addressing almost all of the PLO/CO/CLO, |
| 2 | Message  Brain-Heart-Soul  How to construct Message-  Oral Communication- | * Lecture * Activities * Discussions | * Self Reflection * Communicate with oneself * Construct a Message * Oral Communication Skills   PLO, CO, CLO - 1-2-3-4-5 |
| 3 | |  | | --- | | Elevator Pitches | | “Tell me about yourself” | | (interactive activities based on | | video samples) | | * Activities * Discussions | * Crafting an elevator pitch * that addresses the common * yet complex scenario “Tell * me about yourself”. The * pitch will be in accordance * with a selected * communication strategy * and will address the * audience’s “so what”.   .  PLO, CO, CLO - 1-2,3,1-3 |
| 4 | Understanding the dynamics  of professional contexts | Activities  Discussions | * -Analyzing professional * scenarios for determining * characteristics, related * work- process cycles, * common issues and * relevant solutions.   PLO, CO, CLO - 1-2,3,4 |
| 5 | Communication Strategy & Process  Communication Problems  in Professional Settings | * Discussions * Case Studies | * -Seven Communication * Mistakes Managers Make * by Stever Robbins   Analyzing:   * communication * strategy development * .internal & external * communication processes * the role of ethics in communication   PLO, CO, CLO - 1-2,1,2 |
| 6 | Oral Communication:  Elevator Pitches – individual  (prepared pitches based on  personal characteristics &  achievements addressing “tell me  about yourself”) | * Discussions | -Speaking skills development  PLO, CO, CLO - 1-4,2-3,2-4 |
| 7 | Discussion activity: Appointment  Board Task  (leading to a semi-planned  presentation activity) | Case Studies  Discussion | |  |  | | --- | --- | | -The Hidden Traps in | | | Decision Making by John S | | | Hammond, Ralph L Keeney | | | & Howard Raiffa (Harvard | | |  | | Business Review) | |  | | -Effective discussion skills | | -Developing a logical | | criteria for comparison & | | contrast | |  |   PLO, CO, CLO - 1-4,2-3,2 |
| 8 | **MID TERM** |  |  |
| 9 | Oral Communication task:  Appointment Board  (group presentations) | Your Hostile Audience | * -Practicing group * presentations in an * informal “meeting * scenario” – communicating * and justifying decisions to a * hostile audience.   PLO, CO, CLO - 1-2,1-3,1-2 |
| 10 | Developing & Delivering Successful  Presentations | Discussion  Activity | -Making Formal  Presentations by Natalie  Canavor  -Picture It: Leveraging the Power of Non- verbal Communication by Gary Genard  -Developing & designing  logical presentations  (informative &  persuasive)  -Designing visual aids  PLO, CO, CLO - 1-2,1-3,1-2 |
| 11 | Crisis Communication  -drafting a communication  strategy & press releases /  statements | Discussion and Cases | * -Understanding crisis * situations and the * processes for * communicating in a crisis   PLO, CO, CLO - 5,3,4 |
| 12 | Business Plans &  Proposal Development  Pitching Ideas | Discussion and Activities | |  | | --- | | -Developing a complete | | and concise business plan | | that pitches an idea / | | product to maximize its | |  | | reception. |  |   PLO, CO, CLO – 1-5,1-3,1-5 |
| 13 | Review of Topics covered and Discussions about Project and Learning to date | Activities and Presentations | PLO, CO, CLO – 1-5,1-3,1-5 |
| 14 | Presentations for Project | Presentation |  |
| 15 | Presentations for Project | Presentation | PLO, CO, CLO – 1-5,1-3,1-5 |
| 16 |  |  |  |
| 17 | Final Term Examination |  |  |

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| **Primary Text Book (s):** |
| N/A |

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| **Reference / Supplementary Reading (s):** |
| Bovee, Courtland & Thill, J. V. Business Communication Today. 11th Edition. New York: Prentice-Hall, 2011  DiSanza, James, R. & Legge N.J. Business & Professional Communication: plans, processes and  performance. 5th Edition. USA: Allyn & Bacon  Gerson, Sharon J. Technical Writing: process & product. India: Pearson. 2006.  Makay, J. John & Fetzer, R.C. Business Communication Skills: principles & practices. New jersey, Prentice-Hall Inc. 1986.  Munter, Mary. Guide to Managerial Communication. 7th ed. Upper Saddle River, NJ: Prentice Hall,  2005. ISBN: 0131467042.  Williams, Joseph. Style: Toward Clarity and Grace. Chicago, IL: University of Chicago Press, 1995. ISBN:  0226899152. |
| **Useful Online / Web Resources:** |
| * Visit your Moodle and also the website for the textbook |