



University of Management and Technology
School of Commerce and Accountancy
Quaid e Azam Campus

Course Outline

Course Title: Business Communication and Report Writing (EN-326)	
Program	BS ACT
Credits Hours	3
Duration	15 Weeks / 30 Sessions
Prerequisites	English I & II
Resource Person	
Contact/Email	

Course Description:

Communication is offered at level three to the students of UMT, enrolled in different disciplines at the undergraduate level. It is an advanced level English module that aims to train the students to write and speak accurately and effectively in the business world and in daily life conversation. This module will help in building up the students' interpersonal and intrapersonal communication skills through different assignments and activities, which include, writing efficient business messages; with formal arguments and persuasive tone, according to the context, speaking with appropriate body language with convincing and logical reasoning to convey messages to an audience, designing reports and composing emails and reviews. The aim of this course is to make our participants, effective speaker and writer of English through different contextualized material according to their needs.

Learning Objectives:

After studying this course the students will be able to:

1. Explain the concept of good communication
2. Demonstrate communication skills through class discussion and activities
3. Use different expression in their writing and verbal speech, according to the needs of audience to convey message
4. Develop argumentative and persuasive messages according to the purpose and topic
5. Give an effective presentation with appropriate use of body language
6. Write effective business messages in the form of formal emails, letters, applications and memos
7. Write error free sentences, especially correct use conditional sentences and articles
8. Present themselves formally in the professional world.

Teaching-Learning Methodology:

- Lectures
- Recommended Text/Supplementary Texts
- Handouts
- Case Studies
- Skill Development Exercises

- Guest Speakers
- Project Report/Term Paper

Recommended Text Book:

1. **Conversational Intelligence: How Great Leaders Build Trust and Get Extraordinary Results Paperback – April 30, 2016**

By: Judith E. Glaser

Supplementary Text Books:

1. **Communicating in Business**

8th Edition

By: Ober Newman

2. **The Secrets of Successful Communication: A Simple Guide to Effective Encounters in Business (2011)**

By: Kevin T. McCarney

Assessment & Evaluation:

Quizzes	15%	
Assignments	10%	}
Final Project		
Project Presentation/Presentations	10%	
	20%	
Mid Term	25%	
<u>End Term Exam</u>	<u>40%</u>	
Total:	100	

Assignments and Quizzes Policy:

- Assignment submission after the two days of due date would not be accepted. The submission will be allowed for the very next two days after submission deadline with a penalty of 0.5 deduction each day. **No re-take of assignment.**
- **There will not be any re-take of the quizzes.**

SCHEDULE OF ACTIVITIES

Weeks	Contents/Topics to be Taught	Tasks/Activities
Week 1 1.1	Icebreaker / Orientation Introduction to the Course Outline Communication Model	Course Outline Distribution/Assessment of students' current proficiency level.
1.2	Introduction to Communication skills: Face to Face Communication, First Impressions, Appearance, and On the Front Foot: Being Positive. Key Barriers to Effective Non Verbal Communication	Writing about your communication barriers
Week 2 2.1	Discussion on Business plan	Assignment 1
2.2	Level I Grammar Error: 12 most common mistakes in English	Handouts and worksheets will be given.
Week3 3.1	Fundamentals of Effective presentations	Slides. Quiz 1 (TBA)
3.2	Discussion on Case Study	Students will review the given article. (controlled practice)
Week 4 4.1	Short Presentations on Case Studies	Assignment 2
4.2	Short Presentations on Case Studies	Assignment 2
Week 5 5.1	Pre-writing Techniques: Persuasive Essay	Develop an essay to support ideas on any topic with the help of learned logical devices
5.2	7C'S of Communication	Identification & Application
Week 6 6.1	Email Writing; Class discussion on basic etiquettes of email writing	Assignment 3 Review of Email Assignment
6.2	Level I: Basic Parse Trees and all the components of sentences	Discussion & Practice

Week 7 7.1	Continuation of Parse Trees	Quiz 2
7.2	Revision of the learned course	Queries to be solved
Week 8	MID TERM EXAMINATION	
Week 9 9.1	Application Writing/ Cover letter	Write a cover letter/application in class and apply for the given post
9.2	Communication and consumer life, Social communication--- Content of Social communication	Class Discussion
Week 10 10.1	Level II A Continuation of Grammatical Mistakes.	Discussion and highlighting the techniques of resolving the errors
10.2	Preparing a report: Structure of report, stages of report writing, Grammar of report writing	Lecture Quiz 3
Week 11 11.1	Preparing a report: Structure of report, stages of report writing.	Lecture
11.2	Resume Writing: Structure and format of creating a resume	Class Discussion
Week 12 12.1	Listening: Interview Skills	Student will hear part of an interview
12.2	Mock Interviews	Assignment 4
Week 13 13.1	Mock Interviews	Assignment 4
13.2	Mock Interviews	Assignment 4
Week 14 14.1	Level II: Advanced Parse Trees and all the components of sentences	Lecture
14.2	Continuation of Parse Trees	Quiz 4
Week15 15.1	Final Project and Presentation of Report Writing	Final Project and Poster Presentations

15.2	Final Project and Presentation of Report Writing	Final Project and Presentations Poster
16	END TERM EXAMINATION	