

North South University
School of Business
BUS 251: Business Communication
Section 8 - ST 11:20 – 12:50

Instructor: Taufique Hossain
Office: NAC - 866
Email: taufique.hossain@gmail.com
Office Hour: ST 2:00 - 4:00

TA: Tamanna Yasmin
Email: tamannayasmin47@yahoo.com
Office Hours: MW: 11:00 – 2:00

❑ **Introduction**

The focus of Business Communication 251 is to develop practical skills in the writing of proposals, reports and presentations. Course activities include planning, organizing and formatting documents for different audiences and purposes; providing appropriate graphic support; and developing speaking skills appropriate to presentations and interviews. Also a part of the course will deal with discussing about career, resume writing and methods of increasing the likelihood of being selected by employers.

This module is a compulsory module for students of Bachelor of Business Administration in North South University. It is worth 3 credits if successfully completed. The module is assessed by class & home assignments, two examinations, two presentations and a final report; please see section B for further details.

❑ **Objectives**

- Understanding the fundamentals of good communication and developing core communication strength.
- Plan, write and edit clear and appropriate messages in reports and proposals.
- Presenting ideas clearly and convincingly whether in formal or informal settings
- Make an oral presentation based on written work.
- Apply communication and persuasion strategies in employment communication.
- Use graphs, charts and displays to enhance written and oral communications.
- Giving feedback in a positive manner
- Build a strong CV directed towards the career of choice.
- Gain knowledge and understanding about workplace behavior and how to excel in the corporate environment.

SECTION B: what you can expect and what is required from you

❑ **Module delivery structure**

The following table summarizes the topics within Business Communication, which we shall be covering from week to week.

Part 1: Understanding the foundations of business communication.

Part 2: Applying the three steps writing process.

Part 3: Writing letters, memos, e-mails, and instant messages.

- Workshop: Using various office communication tools and email clients for effective communication within the organization.

Part 4: Finding and communicating information.

- Workshop: Using various types of database packages and spreadsheet applications for data mining.

Part 5: Planning, writing and completing reports and proposal.

- Workshop: Different techniques of MS Office Word to write reports and proposals in a professional manner.

Part 6: Designing & delivering oral presentation.

- Workshop: Using various presentation applications to prepare good presentation slides.
- Workshop: Different techniques that can be used to make your presentation better.

Part 7: Writing employment messages and interview for jobs

- Workshop on writing CV and cover letters
- Workshop on using social media, and blogs to increase your marketability.
- Workshop on techniques to improve interview session.
- Guest Lecture Session: Gaining real life experience from a manager and employer of an MNC.

*Outline is subject to change and should be viewed as a guideline.

❑ **Assessment details**

Final assessment will be done according to standard NSU Grading policy as following:

93% and above	A	73-76	C
90-92	A-	70-72	C-
87-89	B+	67-69	D+
83-86	B	60-66	D
80-82	B-	Below 60%	F
77-79	C+		

Final marks will be structured in the following way:

Class & Home Assignments	20%	Mid Term	15%
Presentation 1	15%	Final	20%
Presentation 2	15%	Attendance & Class Participation	5% (Bonus)
Report (Individual)	15%		

Group Formation:

A group of maximum 4 or minimum 3 students has to be formed. Students have to submit name of group members by the 11th class.

Class & Home Assignments

Each week there will be a class or home assignment. Assignments may be in form of small group presentations, interview simulation, writing on a topic etc. The instructor will decide whether the assignments will be done in groups or individually. Students are advised to form different groups for different assignments. **Forming the same group twice in 'group assignments' will result in mark deduction.**

Mid Term & Final:

There will be only one midterm and a final. Midterm & Final exams will consist MCQs and some topic to write on. However, instructor will decide the question pattern and it will be discussed in the class before the exams.

Report & Presentation:

There will be two presentations and one report to write. Students should follow the techniques taught in the class to prepare the presentations and the report.

The topic of the presentation and the reports will be discussed in later classes.

Attendance & Class Participation

Attendance and class participation will be monitored and this will affect the final grades. 5% of the total mark is allocated in this area for the instructor to decide deserving candidates to avail this bonus mark.

❑ Reading

For this module, you are required to purchase:

Business Communication Today – Bovee & Thill (10th edition)

Please buy the latest available edition of the above-mentioned books.

SECTION C: further information**Plagiarism, Cheating, etc.**

Offences in this area can result in getting an F in the course.

Creativity, Originality, Team Work:

Creative and innovativeness in work will be highly appreciated and will result in good grades. Please do not expect an A or A (minus) without showing creativity or teamwork in the group works.

“Good luck with your semester ahead”