

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G391	Business Communications	7	3	0	0	3	5

Prerequisites	
Admission Requirements	

Language of Instruction	English
Course Type	Elective
Course Level	Bachelor Degree
Objective	This course aims to improve students' communication skills at the workplace.
Content	<p>Week 1. Introduction to Communication</p> <p>Week 2. communication theories, Intro to effective , business communication, HBR article presentations</p> <p>Week 3. Cross-cultural business communication, HBR article presentations</p> <p>Week 4. : Cross-cultural business communication contd, HBR article presentations</p> <p>Week 5. : Presentation skills, HBR article presentations, HBR article presentations</p> <p>Week 6.Effective teams, HBR article presentations</p> <p>Week 7. Effective meetings, meeting simulation, agenda and minutes writing</p> <p>Week 8. Cross-cultural group project presentation</p> <p>Week 9.Cross-cultural group project presentation ctd</p> <p>Week 10. Midterm</p> <p>Week 11.Effective communications through visuals,bar,chart and graph reading and writing</p> <p>Week 12:</p> <p>week 13</p> <p>Week 14.Revision of the semester and course wrap-up</p>
References	<p>Bovee,John V. Thill, Courtland L, Business Communication Today, Pearson Education, 2010, G</p> <p>Harvard Business Review Case Studies</p> <p>Harvard Business Review Articles</p>

Theory Topics

Week	Weekly Contents
1	Introduction to Communication
2	Recruitment process, writing effective resumes
3	Effective Cover Letters, "You" attitude in writing
4	Interview techniques, and role play
5	Interview role play
6	Intra- office Communication
7	Three step writing process: Planning,E-mail writing,intraoffice and interoffice writing
8	Three step writing process:Composing, business letters
9	Three step writing process:Completing, negative messages, persuasive messages
10	Communicating in a World of Diversity,Cross-Cultural Communication
11	Midterm.Basics of Visual Communicatio

Week	Weekly Contents
12	Reports and proposals
13	Effective teams, meetings, agenda, meeting minutes, inclass exercis
14	Course revision