

Business Communications

*3 credits
Lecture Hours: 48*

Course Objectives

The course seeks to enable students to

- explore communication theories and models to determine how to communicate effectively in business settings.
- develop awareness and skills of structuring information
- study different modalities of business communication
- make effective use of business etiquette with non-verbal communication skills
- identify different principles and approaches to oral and written communication in
- develop skills for professional presentations
- adapt to new ways of communication with the help of latest technology•
- understand and use appropriate style and tone in spoken as well as written texts
- be familiar with the language used in conducting meetings and prepare reports based on the discussion in the meetings
- write memos, letters, and other business communications
- apply formal structure and develop organization in writing memos, proposals, reports, and the like
- learn the art of using essential rhetorical techniques for developing effective communication.

Course Description

This course provides the principles of effective communication and methods of applying them in organizations. It provides an understanding of communication practices and prepares readers for their assignments in the corporate world. The course includes important topics like communication in general and business communication in particular, the communication process, interpersonal communication, oral communication, writing of proposals and reports, technology-enabled communication, and presentations among others. This course includes techniques for developing practical solutions to making communication in the business context more effective. This course seeks to enhance students' cross-cultural understanding and communicative competence in varied contexts. Special attention to be given to Nepali contexts.

Course Details

The course consists of the following seven units:

Unit 1. The Communication Process

Unit 2. Business Communication

Unit 3. Skills and Values in Business Communication

Unit 4. Writing Electronic and Other Messages

Unit 5. Oral Communication

Unit 6. Visuals and Nonverbal Communication

Unit 7. Communication in Career Planning

Course Details

I. The Communication Process

8 LHs

- Basics of communication
- Theories and principles of communication
- Communication methods, modes, and systems
- Writing process
- Importance of communication
- barriers to communication

II. Business Communication

8 LHs

- What is business communication?
- History of business communication
- Nature of communication
- Why business communication?
- Functions and importance of business communication
- Components of business communication
- Types of business communication

III. Skills and Values in Business Communication

6 LHs

- Communication skills
- Organizational communication skills

- Interpersonal communication skills
- Leadership and communication skills in leadership
- Professionalism in business communication
- Writing and listening skills
- Ethical values
- Cross-cultural sensitivities

IV. Writing Electronic and Other Messages

10 LHs

- Memos
- Notices
- Letters
- Emails
- Blogs
- Advertisements
- Press releases
- Business plans
- Grants
- Proposals
- Reports

V. Oral Communication

6 LHs

- Enhancing oral communication
- Presentation strategies and soft skills
- Telephone calls
- Using nonverbal communication
- Conversations and negotiations

VI. Visuals and Nonverbal Communication

5 LHs

- Using visual aids
- Pictures
- Charts
- Graphics

VII. Communication in Career Planning

5 LHs

- Planning and conducting a job search
- Résumés, references, and cover letters
- Group discussion and interview

Teaching Method

The suggested method of teaching is to engage students in practicing communication skills, especially in groups. It is desirable to take local examples and case studies to make the content alive and then lead students to the writing task, i.e. guide the students to practice specific skills of language knowledge necessary for communication in business. As far as possible, visits to business houses, short internships and arranging talks by leaders in the field will enhance students' knowledge and communicative competence. It is recommended to take examples from Nepali contexts as far as practicable.

Evaluation

The examinations will cover the materials specified in the course contents, and evaluate students' competence in the language skills including a range of tasks, and their ability to use English in a variety of business contexts with ease and accuracy.

Recommended Readings

Thapa, Anirudra. *Business Communication: Principles and Applications*. Kathmandu: Asmita, 2021.

Adhikari, Dharma, I. Hugh Holmes, Tika Lamsal, and Mike Sobiech. *Business Communication: Theory and Practice*. Kathmandu: Buddha Publications, 2020.

Oxford Advanced Learner's Dictionary of Current English. 10th ed., Oxford UP, 2020.

Guffey, Mary Allen, and Dana Loewy. *Essentials of Business Communication*. 11th ed., Cengage Learning, 2019.

Holmes, Hugh I. *English for Business Studies-I*. Buddha Publications, 2019.

Longman Business English Dictionary. 2nd ed., Longman, 2018.

Raman, Meenakshi, and Sangeeta Sharma. *Professional Communication*. 3rd ed., Oxford UP, 2017.

Bovee, C.L., and John Thill. *Business Communication Essentials*. 7th ed., Pearson, 2016.

Mukerjee, Hory Sankar. *Business Communication: Connecting at Work*. 2nd ed., Oxford UP, 2016.

Hartley, Peter, and Peter Chatterton. *Business Communication*. 2nd ed., Routledge, 2015.

Taylor, Shirley. *Communication for Business: A Practical Approach*. Pearson, 4th ed., 2015.

McKeown, Arthur. *Professional English in Use: Management*. Cambridge UP, 2011.

Bargiela-Chiappini, Francesca, *The Handbook of Business Discourse*. Edinburgh UP, 2009.

Raman, Meenakshi, and Prakash Singh. *Business Communication*. Oxford UP, 2006.

Tourish, Dennis, and Owen Hargie. *Key Issues in Organizational Communication*. Routledge, 2004.

Adair, J. *Effective Leadership: A modern guide to developing leadership skills*. Pan Books, 1986.