

  
**AMOU UNIVERSITY**  
**“A Vehicle for Peace and Development”**  
**AMOU UNIVERSITY**



**FACULTY OF BUSINESS AND PUBLIC ADMINISTRATION**

**BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME**

**ACADEMIC YEAR 2015/ 2016**

**COURSE DESCRIPTION**

<b>ADM 4105</b>	<b>EFFECTIVE BUSINESS COMMUNICATION</b>
Contact Hours	48
Pre-requisite	N/A
Purpose/Aim	The business communication skills course is designed to meet the needs of organizations seeking to optimize their ability to communicate professionally within their internal and the broader external environment. Combining flexibility with a personalized approach, the course will assist students with the language and communications skills necessary to ensure that they relay messages and ideas effectively.
Course Objective	The overall rational of the course is to meet the needs of organizations seeking to optimize their ability to communicate professionally within an international environment
Indicative Learning Outcomes	<ul style="list-style-type: none"> <li>• Effective business writing</li> <li>• Good negotiation skills and speaking</li> <li>▪ Excellent presentation and facilitation skills</li> </ul>
Intellectual, Practical and Transferable Skills	The course offers a wide range communications skills with unique offering in writing, presenting, negotiating or speaking. The mode of learning involves direct contact with students in form of lectures, group discussions and presentations.
Course Content	The areas of study include effective writing, planning for effective communication, Letter writing, report writing; effective business letters. Office skills: The concept of the office; importance and functions of a modern office; The office Manager: functions and responsibilities; office location and layout factors and consideration; The office environment; Ventilation, illumination.
Learning & Teaching Methodologies	This course will be taught for a total of 45 hours [i.e. three (3) contact hours per week]. Teaching and learning in this course will be through among others, team-teaching; problem-based approaches; student-centered learning; lectures; in class exercises; own readings; take-home assignments and group exercises.
Instructional	<ul style="list-style-type: none"> <li>▪ Lectures</li> </ul>



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Materials/Equipment	<ul style="list-style-type: none"> <li>▪ Class discussions</li> <li>▪ Group presentations</li> <li>▪ Individual case presentations</li> </ul>		
Course Assessment	<p>The assessment method is structured to include coursework and final examination. Coursework consists of assignments, presentations and tests.</p> <p>Each course in the program shall be assessed on the basis course work and final examination represented as</p>		
	<b>Type</b>	<b>Weighting (%)</b>	
	Final Examination	60	
	Mid Term Examination	20	
	Assignment	10	
	Attendance	10	
	Total	100	
	<p>The minimum mark required to pass is 50, this includes course work and final examination. Each course in the program is allowed a maximum of three hours for final examination.</p>		
Recommended Reading	<b>Title</b>	<b>Author</b>	<b>Publisher</b>
	Improving Business Communication Skills (4th Edition)	Roebuck,D. (2005)	
	Basic Business Communication: Skills For Empowering the Internet Generation (2004)	Lesikar,R.V. and Flatley,M.E,	
	Improving Business Communication Skills Annotated Instructor's Edition Fourth Edition	Roebuck,D.B. (2006)	
	Basic Business Communication: Skills for Empowering the Internet Generation	Lesikar,R.V. and Flatley,M.E. (2004)	
	Study Guide to Accompany: Business Communication Skills and Strategies	Gibson,J.W. (1990)	
	Business Communications - Skills and Strategies	Hodgetts,R.M and Gibson,J.W. (1990)	
	Additional Reading	Business Communication Skills	Fetzer,M. (1980)
Other Support Material	<p>A variety of multimedia systems and electronic information resources as prescribed by the lecturer.</p> <p>Various manuals, URL search and journals.</p>		