

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI**

BBA- III (Hons)

**Course Number : Business Communication – I
(Correspondence & Business Report)**

Course Number : BA (H) – 441

Credit Hours : 03

Objective

The course provides basic understanding of business communication applicable to various situations at different levels of organizations. Emphasis is placed on teaching and handling organizational problems by establishing and understanding formal and informal communication network. The course aim to prepare the students for different functional areas as well as to equip them with a broad perspective for reintegrating the practical requirement at work.

Course Content

1. Communication at Work

- 1.1 Communication Successfully in an Organization
- 1.2 Significance Form
- 1.3 Functions Process
- 1.4 Communication Network and Barriers

2. The Writing Process, Planning and Developing Business Messages

- 2.1 Understanding Principles of Business Communication
- 2.2 Worksheet on Business Messages

3. Business Report – Classification

- 3.1 Planning, Organizing, Formal Reports
- 3.2 Planning, Organizing, Informal Reports
- 3.3 Mechanics of Documentation
- 3.4 Writing Reports and Proposals

4. Format and Layout of Business Documents / Memo

5. Writing Routine and Goodwill Messages

- 5.1 Writing Direct Request, Orders, and Acknowledgements
- 5.2 Writing Routine Claims, Credits, and Adjustments
- 5.3 Exercise Follow Through

6. Writing Bad News Messages Strategies

6.1 Organizing Inductive Messages

6.2 Delivering Bad News Messages / Claims and Collection Messages

7. Writing Persuasive Messages Strategies

7.1 Planning and developing Persuasive Request and Collection Messages

7.2 Exercise Follow Through

8. Writing Resume Planning and Structuring

8.1 Exercise Follow Through

9. Writing Application Letters

9.1 Exercise Follow Through

Recommended Books

Marry Ellen Guffey “Business Communication : Process and Product ”, (6th Edition), South Western College Publishing, 2006.

Kitty O. Locker, “Business and Administrative Communication”, (Edition 2003), McGraw Hill Publication.