



BUSINESS COMMUNICATION

Objectives:

The objective of this course is to impress upon students the critical importance of effective communication in business. Students will be expected to demonstrate their theoretical knowledge and practical application of communication techniques in the relevant business situations.

Content:

- Communication in business today
- Developing basic communication skills
- Modes of communication
- Oral communication
- Group communication
- Written communication
- Graphic communication
- Business correspondence
- Inter-cultural communication
- Language usage

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