



Undergraduate programmes

Syllabus

Business Communication 1

Module Code: BC101
Credits: 20
IMM GSM: Year Level: 1
NQF Level: 5
Nature: Core
Status: Undergraduate

Module Specific Outcome/s

Apply the principles of business communication techniques in a relevant business situation.
 Communicate clearly and appropriately in a relevant business situation.

Description of Units

Unit	Description	Learning Outcomes
1	Team communication	Highlight the advantages and disadvantages of working in teams. Identify the characteristics of effective teams. Discuss the purpose of meetings in the business environment. Prepare a notice informing staff members of an impending meeting. Prepare an agenda for a meeting. Compile minutes for a meeting. Describe activities that should be performed when preparing for a meeting. Discuss the procedure followed in the conducting of a meeting. List possible follow up actions after meetings. List the five activities that are involved in the listening process. Describe the barriers to effective listening. Discuss the guidelines for listening effectively. Describe how non-verbal communication can be improved. List three categories of business etiquette and give brief examples of each.
2	Intercultural communication	Discuss the importance of intercultural business communication in the workplace. Explain intercultural problems faced by a large organisation with a multi cultural workforce. Discuss the importance of oral communication in a multi-cultural organisation. Define ethnocentrism and stereotyping. List ways of overcoming ethnocentrism and stereotyping. Discuss ways of communicating effectively with people who speak English as a second language. Describe ways of making intercultural writing effective. Illustrate how effective intercultural oral communication can be implemented. Describe the importance of an appropriate language policy for an organisation wishing to promote effective communication.
3	Applying the writing process	Describe the three step process in producing business messages. Justify the importance of analysing a target audience. List the factors to consider when choosing the most appropriate channel and medium of communication. Discuss ways to establish a good relationship with your audience. Summarise the process for organising business messages effectively. Discuss ways of achieving a businesslike tone with a style that is clear and concise. Select the appropriate tone, style and language for a written communication. Describe how e-mail messages can be made effective. Discuss the main tasks involved in completing a business message. Describe how a business message can be evaluated. Describe the characteristics of a successful design. Discuss the errors to look for when proofreading.
4	Specific forms of written communication	Apply the three step process to specific forms of written communication. Illustrate the strategy for writing routine requests. Discuss the difference among three types of routine requests. Illustrate the strategy for writing routine replies and positive messages. Describe the importance of goodwill messages and describe how to make them effective. Show how to achieve an audience-centred tone in bad-news messages and explain why it helps the readers.

		<p>Differentiate between the direct and indirect organisational approaches to bad-news messages and discuss when it is appropriate to use each type.</p> <p>Explain the purpose of buffers and list six things to avoid when writing them.</p> <p>Define defamation and explain how to avoid it in bad-news messages.</p> <p>Describe the AIDA plan for persuasive messages.</p> <p>Distinguish between emotional and logical appeals, and discuss how to balance them.</p> <p>Explain the best way to overcome resistance to persuasive messages.</p> <p>Define selling points and reader benefits and discuss their differences.</p> <p>Briefly review the areas of legal concern in sales letters.</p> <p>Compare sales messages with fundraising messages.</p>
5	Business reports, including visual communication	<p>Distinguish between informational and analytical business reports.</p> <p>Differentiate between defining the problem and developing the purpose statement for an analytical report.</p> <p>Identify seven elements often included in a formal work plan.</p> <p>Describe what is involved in preparing an effective survey questionnaire.</p> <p>Name criteria for evaluating the credibility of an information source.</p> <p>Discuss five design principles to keep in mind when preparing visuals.</p> <p>Identify graphic communication devices commonly used in business communication.</p> <p>Select the appropriate graphic communication media to illustrate a given point.</p> <p>Discuss the role that graphic communication plays in business communication</p> <p>Interpret charts, diagrams and graphics.</p> <p>Select appropriate graphic communication devices.</p> <p>Describe the prefatory parts of a business report.</p>
6	Oral presentations	<p>Explain how planning oral presentations differs from planning written documents.</p> <p>Describe the five tasks that go into organising oral presentations.</p> <p>Delineate the tasks involved in developing the opening, body, and close of a oral presentation.</p> <p>Discuss the pros and cons of using overhead transparencies versus electronic presentations.</p> <p>Identify ways of making text slides effective.</p> <p>Identify ways of making graphic slides effective.</p> <p>Explain how to master the art of delivery through practice and preparation</p> <p>List ways to feel and appear confident.</p> <p>Describe ways that effective speakers handle questions responsively.</p>
7	Language usage	Apply correct rules of grammar and spelling to every assignment.