



Undergraduate programmes

Syllabus

Fundamentals of Business Communication 1

Module Code: FBC101
Credits: 20
IMM GSM: Year Level: 1
NQF Level: 05
Nature: Core
Status: Undergraduate

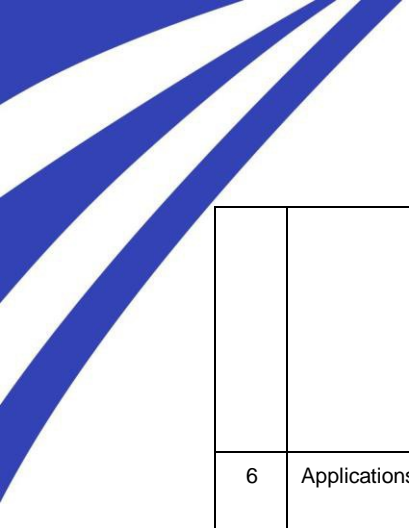
Module specific outcome/s

Gain a broad range of business communication knowledge and skills. Communicate clearly and appropriately in a relevant business situation.

Apply the principles of written, verbal and nonverbal business communication techniques in a relevant business situation.

Description of Units

Unit	Description	Learning Outcomes
1	The communication environment	Define business communication. Explain and understand why business communication is important to individuals and organisations. List and explain the goals of business communication. Discuss the different patterns of internal and external business communication. Explain the communication process. Identify communication barriers and describe ways to minimise or remove them. Explain the concept of ethical communication. Understand how to apply ethical principles to promote ethical business communication. Explain how codes of conduct help promote ethical behaviour and business communication.
2	Multicultural and global communication	Discuss cultural diversity in the workplace and explain how it affects business communication. Identify potential barriers to effective multicultural communication. Discuss and implement basic guidelines for effective multicultural communication. Discuss communication challenges in a global environment. Describe and apply key strategies for effective global business communication.
3	Develop effective written business communication	Choose words the receiver will understand and that will result in the desired response. Write clear, concise and effective sentences and paragraphs. Use unbiased language in business communication. Compose business communication reflecting your personal style. Identify the advantages and disadvantages of written messages. Develop effective business messages using a three-step process. Determine the appropriate vocabulary level for business messages. Develop effective electronic messages.
4	Verbal and nonverbal communication	Identify the components of interpersonal communication and soft skills. Explain how to develop interpersonal communication skills for building positive relationships. Give feedback effectively and receive it appropriately. Describe techniques for resolving conflict. Distinguish between listening and hearing and list the guidelines for effective listening. Describe barriers to effective listening. Understand the importance and advantages of effective listening. Explain the importance of nonverbal messages. Identify different types of nonverbal messages and discuss its impact on the communication process.
5	Applications for correspondence	Describe positive and neutral messages. Understand the direct plan and how to use it. Distinguish between poor and good positive and neutral messages. Prepare effective positive and neutral messages for a variety of purposes using the direct plan. Compose the six common types of social business messages. Describe the criteria for selecting the style for social business messages.



		<p>Describe the nature of negative messages.</p> <p>Explain the reasons for choosing the indirect plan or the direct plan when compiling negative messages.</p> <p>Describe the five specific guidelines for the appropriate use of the indirect plan.</p> <p>Prepare effective negative messages for a variety of purposes using the indirect plan.</p> <p>Describe the guidelines for appropriate use of the direct plan.</p> <p>Prepare effective negative messages for a variety of purposes using the direct plan.</p>
6	Applications for written reports	<p>Identify the different types of proposals.</p> <p>Write formal proposal requests.</p> <p>Write formal and informal proposals.</p> <p>Draft a business plan.</p> <p>Develop clear policy statements.</p> <p>Write an effective news release.</p> <p>Prepare a constructive performance appraisal.</p>