

Business Communication (MGMT 212)

Credit Hour: 3

Teaching Mode: In-Person

Schedule: Monday to Friday (10:00 AM – 11:50 AM)

Instructor: Anjum Fayyaz

Course Description:

Business Communication trains students on how to communicate in a professional context. Students will learn how to deliver coherent presentations, compose formal documents and engage in directed discussions. The course welcomes students from all academic backgrounds who wish to burnish their skills in writing and speaking. The assignments encourage attention to detail, research and iteration. Business Communication course will equip students with the effective writing and oral communication skills. As the course starts with a TQM slide on belief and application of tools, it is based on belief on customer focus, employee empowerment, continuous improvement and systematic management. Values and Ethics are some of the major features being focused on throughout the course as effective communication and presentation is based on a relationship with the audience through trust building and networking, which is not possible through unethical means. Students would be able to apply analytical thinking and problem-solving skills once they are active listeners through two-way communication. During the course, students would be required to use information technology to prepare well not only for the individual lectures but also for their assignments and presentations. The course is designed in such a way that students would be able to work in teams and would be required to interact with the organizations to get the exposure of diverse and multicultural environments. Students will also get exposure to the organizations to learn about their ecosystem while developing a business plan and producing a sales pitch. They will learn about the key business disciplines through case-lets, business plan development and guest speakers. The whole course revolves around sense-making communications to produce desired results, which would result in the right decision, at the right time in the right situation for the right target audience. This course would help the participants learn how to manage their relationships through problem solving and decision making