
Faculty of Commerce & Business Administration

Business Communication

Information :

Course Code : MGT 302

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Marketing

Description :

This course is designed to give students a comprehensive view of communication, its scope and importance in business, the role of communication in establishing a favorable outside-the-firm environment, as well as an effective internal communications program. The various types of business communication media are covered. This course develops an awareness of the importance of succinct written expression to modern business communication. By the end of this course, students should be able to understand and demonstrate the use of basic and advanced proper writing techniques that today's technology demands, including anticipating audience reaction, writing effective and concise letters and memos, preparing informal and formal reports, proofreading and editing copies of business correspondence, using career skills that are needed to succeed, such as using ethical tools, working collaboratively, observing business etiquette, resolving workplace conflicts, planning successfully for , participating in meetings and conducting proper techniques in telephone usage, using e-mail effectively and efficiently, developing interpersonal skills that contribute to effective and satisfying personal, social and professional relationships, and utilizing electronic presentation software.