



Victoria University  
of Bangladesh

**FALL SEMESTER-2016  
COURSE PROFILE  
(BUS 212) BUSINESS COMMUNICATION**

**Level of Knowledge: Basic knowledge.**

**Course Intention: To develop ability to communicate clearly and correctly in written English, on matters having relevance to day-to-day business operations with emphasis on quality of presentation. So, at the end the end of the semester the students will be able to understand the implications and significance of the communication functions in the business context.**

**Course Assessment:**

Item/Activity	Marks
Work Sheet (Including Class Attendance & 4 Class Test)	25%
Assignment and Presentation(2)	10%
Mid-term test	25%
Final examination	40%
Total	100%

**Grading and Point System:**

Marks obtained (out of 100)	Letter Grade		Grade Point (4 point scale)
80% and above	A+	(A plus)	4.0
75% to less than 80%	A	(A regular)	3.75
70% to less than 75%	A-	(A minus)	3.50
65% to less than 70%	B+	(B plus)	3.25

<b>60% to less than 65%</b>	<b>B</b>	<b>(B regular)</b>	<b>3.0</b>
<b>55% to less than 60%</b>	<b>B-</b>	<b>(B minus)</b>	<b>2.75</b>
<b>50% to less than 55%</b>	<b>C+</b>	<b>(C plus)</b>	<b>2.50</b>
<b>45% to less than 50%</b>	<b>C</b>	<b>(C regular)</b>	<b>2.25</b>
<b>40% to less than 45%</b>	<b>D</b>	<b>(D regular)</b>	<b>2.0</b>
<b>less than 40%</b>	<b>F</b>	<b>(Fail)</b>	<b>0.0</b>

**Note: I (Incomplete) may also be used under the provision of VUB regulations.**

### **DETAILED CONTENTS:**

<b>Lecture no.1</b>	<b>Introduction to communication: What is communication? The communication situation, the importance of effective communication in business, Objectives of communication:Introduction,Information,Advice,Order,suggestions,persuasion,Education,  Raising morals, Motivation</b>	
<b>Lecture no.2,3</b>	<b>Media of communication: Introduction, Written communication, Oral communication, Face to face Communication, Audio-Visual communication, Types of Communication: Organizational pattern in firms, Downward Communication, Upward communication, Horizontal communication, Grapevine communication, Consensus, The Communication Theory.</b>	<b>Assignment no.1</b>
<b>Lecture no.4,5,6</b>	<b>Barriers of Communication: Barriers to communication: Introduction, Wrong choice of medium, Physical barriers, Semantic barriers, different comprehension of reality, Socio-psychological barriers. Qualities of a good communication: Principles of communication: Clarity, Completeness, Conciseness, Consideration, Courtesy, Correctness.  work sheet no.1</b>	
<b>Lecture no.7</b>	<b>Written communication:-  Need, Functions and kinds of Business Letters: Need of a business letter, Functions of business letter, Kinds of a letter, Kinds of a business letter.</b>	<b>Submission of assignment no.1</b>
<b>Lecture</b>	<b>The Lay-out: Physical appearance, Mechanical structure or parts of a letter,</b>	<b>Assignment</b>

e no.8	Style or form and punctuations.	ent no.2
Lecture no.9	The Routine Information Letter, Planning the letter, Tools of Internal Communication: Office Memorandums, Office Orders, Office Circulars, Office Notes.  work sheet no.2	
Lecture no.10	Enquires and Replies: Enquiries, Replies, offers and quotations, Important terms used in offers and quotations.	
Lecture no.11	Orders and their Execution: Orders .Order form, Execution of order ,Defective orders, Delay in execution, Inability to execute orders, Substitutes and counter offers	
Lecture no.12	Presentation, work sheet no. 3	Submission of assignment no.2
<b>MID TERM EXAMINATION</b>		
Lecture no.13	Credit and status enquiries: Introduction, Trade and Bank References, Making status enquiries, Reply to the status enquiries, Granting credit, Refusing credit, Bank references.	
Lecture no.14, 15	Complaints and Adjustments: Complaints , Making adjustments.  Bank correspondence: Introduction, Correspondence with customers, Correspondence with Head Office, Correspondence with other banks.	Assignment no.3
Lecture no.16	Insurance Correspondence: Introduction, Fire Insurance, Marine Insurance, Life Insurance. Work Sheet no-4.	
Lecture no.17	Public Relations Letters: Introduction ,Features of public relations letter, Specimen public relations letters	
Lecture no.18-20	Press Releases: Introduction, Characteristics of a good press release,Specimen press release.	Assignment no.4
Lecture no.21	Report Writing: Introduction, Importance of reports, Oral and written reports, Types of business reports, Characteristics of good report, Selecting a suitable type of report, Preparing a report, Organization of a report.	Submission of assignment no.3

Lecture no.22	Speeches: Introduction, Characteristics of a good speech, Profile of a good speaker, planning to speak, Model speeches	
Lecture no.23	Presentation	
Lecture no.24	Lecture review and Work Sheet no-5	Submission of assignment no.4
<b>SEMESTER FINAL EXAMINATION</b>		

**Reference:**

- 1) **Business communication- Rajendra Pal**
- 2) **Business communication- Lesikar,Rentz**
- 3) **Business communication- Phyllis Davis Hemphil**
- 4) **The Advancing Writer Book (1,2,3)- Karen L. Greenberg.**

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