



LANDMARK UNIVERSITY, OMU-ARAN

COURSE COMPACT

COLLEGE: Business and Social Sciences

DEPARTMENT: Business Studies

PROGRAMME: Business Administration

COURSE COMPACT for: 2016/2017

Course

Course code: BUS124

Course title: Business Communication

Credit unit: 2

Course status: Compulsory

Lecturer's Data

Name of the lecturer: Miss Adenike Bello

Qualifications obtained: B.Sc. Economics, M.Sc. International Business, and PhD. in view

Department: Business Studies

College: Business and Social Sciences

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Office Location: Room 215, 2nd floor, 2nd College Building

Consultation Hours: Tuesdays 12 – 3 p.m., Friday 12 – 2 p.m.

Course Content

The nature of Human Communication, types and patterns of communication, Language as a means of communication, vocabulary and word usage in Business Communication, the process of effective business writing, business letters and memos, writing business proposals and reports, meetings and minute, communication and corporate image, effective oral communication in Business, the language of social interactions in Business, Handling Customers' complaints.

Course Description

Communication in Business does not only include customers, but it is an environmental variable that impacts other internal and external stakeholders. It is to this that the focus of this course is to teach effective communication in Business. It will examine the importance of communication in the Business World, its barriers and best practices. The course will also consider the use of right languages, styles and patterns, both verbal and none verbal, as tools to building unique image for Businesses.

Course Justification

The recent trend of Business activities in the 21st Century has made it very impossible for organizations lacking effective communication ride the waves of progress. This has made it crucial that business organizations acquire effective communication skills. Such skills will aid in expression of ideas, procedures, events, problems, proposals, requests and report. Effective Business Communication skills will attract the best stakeholders to business and also sustain them. The course will not only help students develop business communication skills but also improve on their own inter-personal skills.

Course objectives

At the end of this course, students should be able to:

1. List and describe the nature of communication
2. Describe the types and patterns of Communication
3. Discuss the principles of communication
4. Differentiate between the American and British expressions
5. Identify some idioms in Business English
6. Discuss Language as a means of Communication
7. Describe the process and essentials of Business Writing
8. Demonstrate various writings in Business
9. Demonstrate good ability to prepare and present information using a writing style that will increase understanding, retention, and motivation to act;
10. Describe effective oral communication and Languages of Social interaction in Business

Course Requirement

The Course is aimed at improving the both written and oral communication skills of students. For this to be achieved, it is therefore required that students prior knowledge of letter writing. This is because Communication in business includes writing. Also, students will be expected to engage in the practical sessions, both in class and on their own as this will help build effective communication skills.

Method of Grading

S/N	Grading	Score (%)
1.	Test	10
2.	Assignments and Presentation	20
4.	Final Examination	70
	Total	100

Course Delivery Strategies

To enjoy maximum delivery of this course, students will be encouraged to participate. Therefore, lecture and collaboration method will be adopted. Students will also work on term paper which will be presented in the class. The aim of this is to practise effective communication and demonstrate communication skills within themselves.

LECTURE CONTENT

Module 1

- **Week 1:** Nature Communication

Objectives: At the end of the lecture, students should be able to:

- Define communication
- Describe the categories of human Communication
- Identify factors that influence effective human communication
- identify the components of communication
- Discuss the theories and models of human communication

Description:

First & second hour:

The first 1.30 minutes of lecture will be focused on the above course objectives.

30 minutes: The half an hour will be a tutorial session. This will enable review of study questions.

Study Question:

1. What is communication?
 2. Discuss the characteristics of written and spoken communication
- Explain the various models of human communication

Reading List

1. *Emma Ezenyilimba (2007), Communication in Business and Marketing- Integrated Approach, Giovanni Publishers ISBN 978-075-469-5*
2. *Charles Ogbologo (2004), Business Communication in Practice, Sam Iroanusi Publications ISBN 978-2493-74-0*
3. *Scot Ober (2007), Fundamentals of Contemporary Business Communication, Houghton Mifflin Company ISBN 978-0-618-64518-3*

Krizan.A.C, Merrier.P, Logan.J, Williams.K (2008), Business Communication, South-

Module 1

- **Week 2:** Types and Methods of Communication

Objectives: At the end of the lecture, students should be able to:

- Discuss types of communication
- identify the objectives of Communication in Business
- discuss the functions of communication in an organization
- describe the patterns/methods of communication
- identify the various communication channels in an organization

Description:

First & second hour:

The first 1.30 minutes of lecture will be focused on the above course objectives.

30 minutes: The half an hour will be a tutorial session. This will enable review of study questions.

Study Question:

1. Explain various methods of business communication
2. Discuss any two channels of communication in an organisation
3. Discuss the various objectives of communication in a business

Reading List

1. Emma Ezenyilimba (2007), *Communication in Business and Marketing- Integrated Approach*, Giovanni Publishers ISBN 978-075-469-5
2. Charles Ogbologo (2004), *Business Communication in Practice*, Sam Iroanusi Publications ISBN 978-2493-74-0
3. Scot Ober (2007), *Fundamentals of Contemporary Business Communication*, Houghton Mifflin Company ISBN 978-0-618-64518-3
4. Krizan.A.C, Merrier.P, Logan.J, Williams.K (2008), *Business Communication*, South-Western Cengage Learning ISBN 978-0-324-37485-8

Module 1

➤ **Week 3:** Communication System

Objectives: At the end of the lecture, students should be able to:

- Discuss the process of communication
- identify the barriers in communication
- describe the methods of communication
- Advances and trends in Communication Technology

Description:

First & second hour:

The first 1.30 minutes of lecture will be focused on the above course objectives.

30 minutes: The half an hour will be a tutorial session. This will enable review of study questions.

Study Question:

1. With the aid of a diagram, describe the process of communication
2. Describe the various barriers in communication
3. Discuss the effect of technology on business communication

Reading List

1. *Krizan.A.C, Merrier.P, Logan.J, Williams.K (2008), Business Communication, South-Western Cengage Learning ISBN 978-0-324-37485-8*
2. *Emma Ezenyilimba (2007), Communication in Business and Marketing- Integrated Approach, Giovanni Publishers ISBN 978-075-469-5*
3. *Charles Ogbologo (2004), Business Communication in Practice, Sam Iroanusi Publications ISBN 978-2493-74-0*

Module 2

- **Week 4:** Vocabulary and Principle of Business Communication

Objectives: At the end of the lecture, students should be able to:

- Understand the KISS (Keep It Short And Simple) principle of Communication
- Identify the tools of effective communication
- Identify notable differences in British and American Expression
- Identify expressions and words to avoid
- Describe some idioms in Business English

Description:

First & second hour:

The first 1.30 minutes of lecture will be focused on the above course objectives.

30 minutes: The half an hour will be a tutorial session. This will enable review of study questions.

Study Question:

1. Identify 20 commonly confused words
2. Discuss the KISS principles of communication
3. Using at least ten pairs of words, identify differences between American and British Vocabulary

Reading List

1. *Krizan.A.C, Merrier.P, Logan.J, Williams.K (2008), Business Communication, South-Western Cengage Learning ISBN 978-0-324-37485-8*

2. Charles Ogbologo (2004), *Business Communication in Practice*, Sam Iroanusi Publications ISBN 978-2493-74-0

Module 3

- **Week 5:** Becoming an Effective Communicator

Objectives: At the end of the lecture, students should be able to:

- Discuss the use of language as a means of communication
- Identify the role of language in communication
- Identify the various skills of an effective communicator (speaking and listening habits)

Description:

First & second hour:

The first 1.30 minutes of lecture will be focused on the above course objectives.

30 minutes: The half an hour will be a tutorial session. This will enable review of study questions.

Study Question:

1. Discuss the various skills required to be an effective communicator
2. Discuss some characteristics of human language
3. What roles does language perform in communication

Reading List

1. Charles Ogbologo (2004), *Business Communication in Practice*, Sam Iroanusi Publications ISBN 978-2493-74-0
2. Emma Ezenyilimba (2007), *Communication in Business and Marketing- Integrated Approach*, Giovanni Publishers ISBN 978-075-469-5

Module 3

- **Week 6:** Class Presentation

Objectives: At the end of the lecture, students should be able to:

To apply and display the various nature and skills of communication learnt in previous classes

Description:

First & second hour:

The presentation will run all through the 2 hours

Study Question:

With the use of Topics studied between week 1-5, display communication, its methods, barriers, and use of language. Also, submit the points applied in written format.

Reading List

1. Emma Ezenyilimba (2007), *Communication in Business and Marketing- Integrated Approach*, Giovanni Publishers ISBN 978-075-469-5
2. Charles Ogbologo (2004), *Business Communication in Practice*, Sam Iroanusi Publications ISBN 978-2493-74-0
3. Scot Ober (2007), *Fundamentals of Contemporary Business Communication*, Houghton Mifflin Company ISBN 978-0-618-64518-3
4. Krizan.A.C, Merrier.P, Logan.J, Williams.K (2008), *Business Communication*, South-Western Cengage Learning ISBN 978-0-324-37485-8

Module 4

- **Week 7:** 21st Century Business Language

Objectives: At the end of the lecture, students should be able to:

- Identify the DON'T of Business Writing
- Steps to Effective Business Writing
- Identify the Stages of Writing
- Analyse the Four-Point plan of writing

Description:

First & second hour:

The first 1.30 minutes of lecture will be focused on the above course objectives.

30 minutes: The half an hour will be a tutorial session. This will enable review of study questions.

Study Question:

1. State the different stages involved in writing and explain each stage
2. Discuss the Four-point plan of writing
3. Write 5 'yesterday's language' and their 21st Century versions

Reading List

1. Shirley Taylor (2012), *Model Business Letters, Emails and other Business Documents*, Pearson Education Limited ISBN 978-0-273-75193-9
2. Charles Ogbologo (2004), *Business Communication in Practice*, Sam Iroanusi Publications ISBN 978-2493-74-0

Module 5

- **Week 8:** Business Letters and Memos

Objectives: At the end of the lecture, students should be able to:

- Identify the types and forms of Business letters
- Identify the formats of Business Letters
- Describe the best practise in the use of Letters, Memos and E-mail Messages

Description:

First & second hour:

The first 1.30 minutes of lecture will be focused on the above course objectives.

30 minutes: The half an hour will be a tutorial session. This will enable review of study questions.

Study Question:

As the acquisition manager of El-grin Multinational, send an e-mail to the Director of Resources, stating the need for new furniture in the some department. With the use of the LMU mail, send the mail to the following e-mail address, (bello.adenike@lmu.edu.ng).

Reading List

1. Charles Ogbologo (2004), *Business Communication in Practice*, Sam Iroanusi Publications ISBN 978-2493-74-0
2. Scot Ober (2007), *Fundamentals of Contemporary Business Communication*, Houghton Mifflin Company ISBN 978-0-618-64518-3
3. Shirley Taylor (2012), *Model Business Letters, Emails and other Business Documents*, Pearson Education Limited ISBN 978-0-273-75193-9

Module 6

- **Week 9:** Electronic Communication

Objectives: At the end of the lecture, students should be able to:

- Understand the various Email Etiquette
- Describe how to write online
- Describe the best practice of customer care through the internet and email

Description:

First & second hour:

The first 1.30 minutes of lecture will be focused on the above course objectives.

30 minutes: The half an hour will be a tutorial session. This will enable review of study questions.

Study Question:

1. State 10 email etiquette
2. State the Cs of online writing

Reading List

Shirley Taylor (2012), Model Business Letters, Emails and other Business Documents, Pearson Education Limited ISBN 978-0-273-75193-9

Module 6

- **Week 10:** Meeting and Minutes

Objectives: At the end of the lecture, students should be able to:

- Describe types of meetings
- Describe patterns of Minutes
- Discuss the different segments of minutes of a meeting

Description:

First & second hour:

The first 1.30 minutes of lecture will be focused on the above course objectives.

30 minutes: The half an hour will be a tutorial session. This will enable review of study questions.

Study Question:

Write a minute on today's meeting

Reading List

1. *Shirley Taylor (2012), Model Business Letters, Emails and other Business Documents, Pearson Education Limited ISBN 978-0-273-75193-9*
2. *Charles Ogbologo (2004), Business Communication in Practice, Sam Iroanusi Publications ISBN 978-2493-74-0*

Module 7

- **Week 11:** Effective Oral Communication

Objectives: At the end of the lecture, students should be able to:

- Discuss the methods of speech presentation
- Understand the Voice Element in Speech
- Plan and organize a presentation

Description:

First & second hour:

The first 1.30 minutes of lecture will be focused on the above course objectives.

30 minutes: The half an hour will be a tutorial session. This will enable review of study questions.

Study Question:

1. Discuss the various methods of speech delivery
2. Describe the process of oral presentation

Reading List

1. Charles Ogbologo (2004), *Business Communication in Practice*, Sam Iroanusi Publications ISBN 978-2493-74-0
2. Scot Ober (2007), *Fundamentals of Contemporary Business Communication*, Houghton Mifflin Company ISBN 978-0-618-64518-3
3. Krizan.A.C, Merrier.P, Logan.J, Williams.K (2008), *Business Communication*, South-Western Cengage Learning ISBN 978-0-324-37485-8

Module 7

- **Week 12:** The Language of Social Interaction

Objectives: At the end of the lecture, students should be able to:

- Describe Meeting people
- Understand the official reception process
- Describe how to make appointments
- Understand how to handle various business scenarios

Description:

First & second hour:

The first 1.30 minutes of lecture will be focused on the above course objectives.

30 minutes: The half an hour will be a tutorial session. This will enable review of study questions.

Study Question:

Write a letter of appreciation to someone who has represented your company at a launching programme

Reading List

1. Charles Ogbologo (2004), *Business Communication in Practice*, Sam Iroanusi Publications ISBN 978-2493-74-0
2. Scot Ober (2007), *Fundamentals of Contemporary Business Communication*, Houghton Mifflin Company ISBN 978-0-618-64518-3

Module 7

- **Week 13:** Revision

Reading List

1. Charles Ogbologo (2004), *Business Communication in Practice*, Sam Iroanusi Publications ISBN 978-2493-74-0
2. Scot Ober (2007), *Fundamentals of Contemporary Business Communication*, Houghton Mifflin Company ISBN 978-0-618-64518-3
3. Krizan.A.C, Merrier.P, Logan.J, Williams.K (2008), *Business Communication*, South-Western Cengage Learning ISBN 978-0-324-37485-8
4. Shirley Taylor (2012), *Model Business Letters, Emails and other Business Documents*, Pearson Education Limited ISBN 978-0-273-75193-9
5. Emma Ezenyilimba (2007), *Communication in Business and Marketing- Integrated Approach*, Giovanni Publishers ISBN 978-075-469-5
6. Mary Ellen Goffey (2012), *Essentials of business communication*. Dana Loewy ISBN 978-1111821227

HOD's COMMENTS:

Name: _____ Signature _____ Date:
