**BIT 3104 Business Communication and Report Writing (3CU)**

(a) **Course Description:** Information oils the wheels of an organization! Communication enables the organizational development and growth in all its aspects. Communication is becoming a critical factor to organizational growth and development. It is also a fact that governments and organizations that effectively communicate tend to succeed in achieving their intentions.

This course is designed to expand your knowledge of Business communication and to hone your communication skills. In particular the course will particularly pay close attention to developing purposive, clear, concise, communication styles and sensitivity to various audiences’ needs and interests. Through reading, discussion and lectures we will evaluate how various organizations currently manage their communications, considering not only how they perform but also how they might improve. While we will focus primarily on business communication, many of the skills you develop will be transferable to any form of public communication.

(b) **Aims:** The major aim of the course is the development of effective Business communication skills that can be applied to interpersonal, organizational, and external contexts.

(c) **Learning Outcomes:** On completion of this course unit, the students will be able to obtain:

• Knowledge and Understanding of

- The process of effective communication

- The approaches to effective communication

- The relevance of the different communication media’s to effective policy communication

• Intellectual Skills

- Ability to conceptualize the processes of effective communication

- Ability to discern the different environments and appropriating the relevant media to use

• Practical Skills

- Ability to develop communication plans that will meet the needs of a specific departments or organizations

- Ability to review policy documents to facilitate effective communication

• Transferable Skills

- Effective writing skills

- Effective oral communication skills

**(d) Teaching and Learning pattern:** This Course will be delivered primarily through the lecture method. On the hand in order to maximize on the learning experiences of the students group discussions will be used as an approach and this discussion will be case-

enhance the learning abilities of the students.

**(e) Indicative content:**

• Overview of communications; definitions, processes; and types; New technologies and communication, Noise and Barriers to effective communication

• Understanding the Business set up and processes

• Principles of Effective Communication

• Planning and Writing Effective Messages

• Preparing and Producing Newsletters

• Effective Report Writing for Business Organizations

• Backgrounders & Position Papers

• Effective Oral Presentations

• Holding Successful Business Meetings

• Opinion Articles (Op-Ed) & Letters to the Editor

• Communicating via the Web

• Crisis Communication

• Inter-Cultural Communication

• Communication Ethics

• Communicating in a Team Environment

(f) **Assessment method:** Assessment will be in terms of tests and practical exercises (40 %)

and a final examination (60%)

**(g) Reference Books:**

(h) Bovee, C.L., Thill, J.V., Schatzman, B.E. (2003). *Business Communication today*; Seventh

Edition. New Dehli: Pearson Education

(i) Murphy, H.A., Hilderbrandt, H.W., & Thomas, J.P. (1997). *Effective Business*

*Communications.* Boston, MA: Irwin/McGraw-Hill