

BBS SECOND YEAR/ TU SYLLABUS (COMPULSORY COURSE/ NEW)

BUSINESS COMMUNICATION (MGT 205) FM: 100 PM: 35

Course Description

This is BBS second year English courses in 4yr BBS system under the Faculty of Management, Tribhuvan university. This course allows students to explore the art of language communication skills required for general as well as professional domains. It helps students improve their reading and writing abilities in English in both social and professional interactions and learn skills that they can apply to business negotiations, telephone conversations, written reports and emails, and professional presentations.

This course seeks to enhance students' cross-cultural understanding and communicate in varied contexts. Other important concern of this course is to present a wide array of ideas from different spheres of human activity, which is of vital importance for success as an executive in management. Ideas are increasingly being considered an important resource just like men, machines materials and money, and the best business schools have taken note of the importance of creative thinking in the business world. Reading opinions of thoughtful people is important because we learn about other opinions and ideas in the process and they help shape our ideas and prepare us to become educated citizens who can think and form their own conclusions.

The course has two main components of equal weightage: (50% + 50%)

I. Business Communication Skills

II. Discourse in Disciplines

Course Objectives and Outcomes

After completing this course, students will be able to:

- read English texts written in various disciplines and understand different level of discourses
- express themselves in varied forms both in speech and writing
- write correctly and persuasively in present time standard English

- adapt content to a proposed context, audience and purpose
- understand and use appropriate style and tone in spoken as well as written texts
- be familiar with the language used in conducting meetings and prepare reports based on the discussion in the meetings
- write memos, letters, and other business communications
- apply formal structure and develop organization in writing proposal, reports, article etc.
- understand arguments and respond the arguments accordingly
- use English pertinent to the level of audience and the purpose as the medium of communication
- learn the art of using essential rhetorical techniques for developing effective communication
- Evolve step by step disciplinary and interdisciplinary insights and ability to express in acceptable English.

Course Contents

Business Communication Skills

I. The Communication Process

Elements of Communication Process

Methods of Communication

The Writing Process

Oral Communication Process

Group Work and Collaboration Process

Communication Structures and Systems

Management Style and Communication

Barriers of Business Communication

II. Business Communication

Defining Business Communication

Nature of Communication

Historical Perspectives

Purpose of Business Communication

Functions of Business Communication

Importance of Business Communication

Components of Business Communication

Types of Business Communication

Principles of Effective Business Communication

Challenges for Business Communication

III. Skills and Values in Business Communication

The Importance of Communication Skills

Identifying Communication Skill Sets

Organizational Communication Skills

Interpersonal Communication Skills

Leadership Communication Skills

Professionalism in Business Communication

Elements of Professionalism

Ethical Values

Intercultural Sensitivities

IV. Electronic and Other Messages

Memos

Notices

Letters

Using Email

Blogs

Advertisements

Press Release

V. Reports and Proposals

Business Plan

Reports

Proposals

VI. Oral Communication

Presentations and Speeches

Telephone Calls

Other Oral Communication Situations

Enhancing Oral Communication

Using Visual Aids

Using Nonverbal Communication

VII. Visual Communication

Pictures

Charts

Graphics

VIII. Employment Communication

Planning and Conducting a Job Search

Resumes and Cover Letters

Job interview

II. Discourse in Disciplines

I. Culture and Society

New Nepal

Looking for a Rain God

Dover Beach

Shooting an Elephant

The Unknown Citizen

The Parrot in the Cage

II. Money and Management

Advertise Your Business

Eveline

The Company Man

Light My Lucky

The Ideal of Craftsmanship

III. Science and Environment

Religion and Science

The New Physics

Root Cellar

On Warts

The Etiquette of Freedom

The Rights of Animals

IV. Gender and Women

Professions for Women

The Use of Force

The Stronger

Here I Love You

The Kiss

Girl

Farewell

Popular Mechanics

V. Life, Death and Beyond

The Fly

Jest and Earnest

The Old Man at the Bridge

Once More to the Lake

The Hundredth Dove

The Lunatic

VI. Art and Philosophy

An Essay in Aesthetics

The Clock Tower

Beauty

From the Fountainhead to the Future

What I, Think I Am

All-Pervading Poetry

The Allegory of the Cave

Her First Ball

Not the Non-Existent

Teaching Methods

The suggested method of teaching is of twofold: introduce the theme of the texts and lead students to the writing task i.e. guide the students to practice specific skills of language knowledge to produce their own writings. The recommended approach is to view the books not as mere language texts but to introduce students to many disciplines in order to expand their intellectual horizon. It is important to discuss what it means to be educated through the ideas of great thinkers and help students to become educated through thoughtful writings on different disciplines. The method, therefore, is to engage students in a dialogue about the questions and ideas raised in each text by exploring through different perspectives and voices of others, and also sharing respectfully their own experiences and thoughts.

Evaluation

The examinations will cover the language skills including a range of tasks, students' ability to use English in a variety of contexts. Examinations will evaluate the students' ability to communicate effectively in English that is reading and writing activities and using appropriate writing style. Special credit will be given to originality of expression and depth of thinking.

Prescribed Texts (Compulsory Reading)

Adhikari, Dharma, Tika Lamsal, I. Hugh Holmes, and Mike Sobiech. Business Communication: Theory and Practice. Kathmandu: Buddha Publications, 2020.

Lohani, S., compiler & editor. Visions: A Thematic Anthology. Kathmandu: Vidyarthi Pustak, Bhandar, 2020.

Text and Reference Books

Recommended Reading

Abrams, M.H., and G.G. Harpham. A Glossary of Literary Terms. 11th ed., Cengage Learning, 2014.

Bargiela-Chiappini, Francesca, The Handbook of Business Discourse. Edinburgh UP, 2009.

Bovee, C.L., and John Thill. Business Communication Essentials. 7th ed., Pearson, 2016.

Chaney, Lilian H. Intercultural Business Communication. 4th ed., Pearson, 2007.

Guffey, Mary Allen, and Dana Loewy. Essentials of Business Communication. 11th ed., Cengage Learning, 2018.

Hattersley M., and L. Mcjannet. (1997). Management Communication, Principles and Practice.

McGraw – Hill, 1997. Jethwaney, J. Corporate Communication. Oxford, 2010.

Oxford Advanced Learner's Dictionary of Current English. 10th ed., Oxford, 2020.

Pearson Education. Longman Business English Dictionary. 2nd ed., Longman, 2018. Parkinson, Dilys, editor. Oxford Business English Dictionary. Oxford, 2005.

Tourish, Dennis, and Owen Hargie. *Key Issues in Organizational Communication*.
Routledge, 2004.