

Subject title: Business Communications			
Subject status	Semester	Credit value	Teaching load
Elective	II	6	2L+2T
Study programme: MBA in Management, Finance and Agribusiness			
Responsible staff: Morag Mitchell, SAC			
Pre-requisite: Nil			
Objectives: To get the students acquainted with the knowledge about communications, both written and oral, which are essential in the corporate world in everyday operations.			
Learning approach:			
Lectures:	30 hours		
Individual work/team work:	30 hours		
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	60 hours		
Assessment:			
Attendance: 10 points			
2 written mid-term papers: 40 points			
Final exam: 50 points			
SYLLABUS:			
<ul style="list-style-type: none"> • Principles of communications – definition, purpose, process and types • Verbal communication - the target group profile, communication barriers, listening, feedback, presentation skills • Public speech, presentation practice, non-verbal communication • Written communication – writing levels, composition of business messages, notes preparation, style, punctuation • Use of simple words, editing • Report writing, - report planning, report types, concept development, title nature, presentation sequence • Logical sequence, graphs, summary, list of illustrations • Report writing • Internal communication – circular letters, notices, reminders, agenda, minutes • External communication – resume/CV, use of facsimile, e-mail, e-mails handling • Business letter writing – layout, style: inquiry, request, order, instruction 			
Reading list and references:			
Blundell J. A & Middle N. M. G.: Career – English for the Business and Commercial World, Oxford University Press			
Kaul , Asha - Effective Business Communication, Prentice Hall			
Raman, M & Singh, P - Business Communication, OUP			
Rizvi, M. Ashraf - Effective Technical Communication, Tata McGraw Hill			
Taylor, Shirley - Communication for Business, 4 th edn. - Pearson Education			