

BUSINESS COMMUNICATION

PAPER 2

OVERALL AIM

To equip the learner with skills of effective communication in a business setting.

LEARNING OUTCOMES

On completion of this course, the learner should be able to:

	Learning outcomes	K	C	A	An	S	E
1.	Define key terms in business communication	✓					
2.	Explain the communication process	✓					
3.	Explain how to prepare for meetings, conferences, seminars and workshops	✓					
4.	Demonstrate an understanding of how to conduct meetings, conferences, seminars and workshops			✓			
5.	Demonstrate an understanding of how to communicate through meetings, seminars, workshops, conferences			✓			
6.	Prepare reports/ messages using appropriate formats			✓			
7.	Apply modern technology in communication			✓			
8.	Explain the recruitment process	✓					
9.	Describe the components of business reputation		✓				
10.	Explain emerging trends in communication	✓					

LEVEL OF ASSESSMENT

The examination will test the learner's ability to comprehend and apply the skills acquired.

EXAMINATIONS STRUCTURE

There will be a three-hour examination made up of sections A and B. Section A will comprise 20 compulsory multiple-choice questions of 20 marks. Section B will comprise five questions of 20 marks each, of which the candidate will be required to attempt any four.

DETAILED SYLLABUS

A BUSINESS COMMUNICATION

1. Meaning of communication
2. Key terms in communication, including encoding, decoding, recording, feedback
3. Importance of communication
4. Choice of language in different scenarios

B COMMUNICATION IN ORGANISATIONS

1. Formal and informal communication
2. The communication process
3. Effective communication; principles of effective communication
4. Communication channels
5. Office management
6. Interpersonal skills

C METHODS OF COMMUNICATION

1. Verbal (speaking skills)
2. Non-verbal methods, including cues, listening, body language/ paralanguage, touch
3. Written
4. Visual

D MODES OF COMMUNICATION

1. Business correspondence:
 - (a) Business letters:
 - (i) Contents and importance
 - (ii) Purpose of business letters, including apology, message of condolence, acceptance, appreciation, appointment, resignation and termination
 - (b) Memoranda
 - (c) Notices
 - (d) Circulars
 - (e) Press releases
2. Advertisements, including their advantages, disadvantages, contents; writing/ designing an advertisement
3. Critical appreciation, including summarizing, editing/ proofreading (including its importance) and interpretation
4. Electronic communications, including internet, e-mail, social media platforms (e.g. Twitter, WhatsApp, Facebook), telephone, Skype, Zoom and other modern forms of communication; advantages and disadvantages of each of these modes of communication
5. Advantages and disadvantages of audio-visual aids, including diagrams, charts, tables, pictures, projections and graphs

E MEETINGS, CONFERENCES, SEMINARS AND WORKSHOPS

1. Meetings:
 - (a) Importance; preparation; notices and agenda; time management
 - (b) Minutes, including format, order and presentation, resolutions, circulation of information and documents, filing and safe custody

- (c) preparation of work plans and follow-up activities/
action points
2. Conferences, seminars and workshops, including their:
Importance, preparation, time management, notices,
programme, management, Rapporteurship, resolutions and
follow-up activities

F REPORTS

1. Types, purpose and uses
2. Format, preparation and presentation

G RECRUITMENT

1. Application/ cover letter
2. Curriculum vitae
3. Interviews

H BUSINESS REPUTATION

1. Business reputation/ corporate image: Building,
protection and maintenance, importance and practices
that may endanger business reputation
2. Ethics, including integrity, ethical communication, ethical
dilemmas and ethical lapses

I EMERGING TRENDS/ DEVELOPMENTS IN BUSINESS COMMUNICATION

REFERENCES

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2. Courtland L. B & Thill J. V., 2021. Business Communications
Today, 15th ed, Edinburgh: Pearson Education Limited.
3. Scott M., 2016. Business Communication for Success, 2nd ed,
Boston: Flat World.