



BUSINESS COMMUNICATION - PAPER 2

OVERALL AIM

To enable the learner communicate effectively in business and employment

LEARNING OUTCOMES

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

1. Demonstrate and explain communication processes
2. Explain how to prepare for and conduct meetings and conferences
3. Communicate effectively in different business situations
4. Explain the different merging trends in communication
5. Demonstrate language competence in different business scenarios

EXAMINATIONS STRUCTURE

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

DETAILED SYLLABUS

A. COMMUNICATION IN ORGANISATIONS

Communication

- (a) The meaning of communication
- (b) Formal and informal communication
- (c) Communication process
- (d) Importance of communication in business
- (e) Effective communication
- (f) Principles of effective communication
- (g) Communication channels
- (h) Ethics and integrity in business communication
- (i) Office management and interpersonal skills

B. METHODS OF COMMUNICATION

1. Oral
 - (a) Speaking skills
 - (b) Interviews
2. Non-verbal communication
 - (a) Non-verbal cues in communication
 - (b) Listening
 - (c) Working
 - (d) Paralanguage/body language
 - (e) Touch

C. MODES OF COMMUNICATION

1. Office communication
 - (a) Business Letter
Contents and importance of a business letter
 - (b) Other forms of letters
 - (i) Apology
 - (ii) Message of condolence
 - (iii) Acceptance
 - (iv) Appreciation
 - (v) Appointment
 - (vi) Resignation
 - (vii) Termination
 - (c) Memoranda
 - (d) Notices
 - (e) Circulars
 - (f) Press releases
2. Advertisements
 - (a) Meaning and types of advertisements
 - (b) Writing/ designing of an advertisement
3. Critical appreciation
 - (a) Summarising
 - (b) Editing/ proofreading; importance of proofreading
 - (c) Interpretation

4. Electronic Communication.
Meaning, advantages and disadvantages of:
 - (a) Internet
 - (b) e-mail
 - (c) Social media
 - (d) Telephone

5. Audio-Visual Aids
Meaning advantages and disadvantages of:
 - (a) Diagrams
 - (b) Charts
 - (c) Tables
 - (d) Pictures
 - (e) Projectors
 - (f) Graphs

D. MEETINGS

1. Preparation for meetings
2. Notices and agenda for meetings
3. Time management
4. Format of minutes
5. Order and presentation of minutes
6. Circulating information and documents
7. Filing and safe custody
8. Preparation of work plans
9. Follow-up activities/ Action points

E. CONFERENCES/SEMINARS/WORKSHOPS

1. Preparation
2. Time management
3. Notices
4. Programme
5. Management
6. Rapporteurship
7. Resolutions
8. Follow-up activities

F. REPORTS

1. Types

2. Purpose
3. Format
4. Uses
5. Presentation

G. RECRUITMENT

1. Application letter
2. Cover letter
3. A curriculum Vitae
 - (a) Meaning
 - (b) Qualities
 - (c) Contents
4. Interviews
 - (a) Interview skills
 - (b) Preparation

H. BUSINESS REPUTATION

1. Meaning and building business reputation/ corporate image
2. Protection and maintenance of business reputation
3. Importance of business reputation

REFERENCES

1. Barney Erasmus, Gavier Tu Toit and Strydom Johan (2011), Introduction To Business Management (8th Ed) Oxford University Press
2. Guffey Mary Ellen and Loewy Dana (2012), Essentials of Business Communication (9th Ed), Cengage Learning.
3. Locker Kitty O. (2013), Business Communication: Building Critical Skills (6th Edition), McGraw- Hill/ Irwin.
4. Mclean Scott (2010), Business Communication For Success (1st Ed), Flat World Knowledge Inc.