



Certificate in Business Studies & Internet Technology (301) – Business Communication




Prerequisites: None	Corequisites: A pass or higher in Certificate in Information Systems or equivalence
<p>Course Description: The fundamentals give the candidates a background in communication terms and organisation basics. Business communication is designed to help candidates understand innovation, change and how environmental context affects communication. The course help candidates understand how communication flows within an organization, how networks develop, and what roles individuals fulfill in an organization. The course emphasises analysis of business communication environments; cultural, organizational, technological, international and interpersonal and the use of communications standards to direct the choice of oral and written communication methods and techniques. It includes practice in writing variety of messages used to communicate in business and industry with an emphasis on the potential impact of the message on the receiver as a basis for planning and delivering effective business communications.</p>	
Required Materials: Recommended Learning Resources.	Supplementary Materials: Lecture notes and tutor extra reading recommendations.
<p>Special Requirements: Candidates should practice writing business letters, memorandum and producing reports.</p>	
<p>Intended Learning Outcomes:</p> <p>1 Describe the role and forms of communication in business. Describe the importance of communication. Outline the process of communication.</p> <p>2 Describe the role of adaption in selecting words. Analyse the appropriate use of technical words and acronyms. Discuss how to achieve clarity and precision by avoiding camouflaged verbs, selecting the right words and using idioms correctly.</p> <p>3 Construct clear sentences and paragraphs by emphasising adaptation, short sentences and effective paragraph designs.</p>	<p>Assessment Criteria:</p> <p>1.1 Explain the importance of communication to you and to the business.</p> <p>1.2 Describe the main forms of communication in the business organisation.</p> <p>1.3 Describe the formal and informal communication networks in the business organisation.</p> <p>1.4 Explain the process of communication among people.</p> <p>1.5 Explain basic truths about communication.</p> <p>2.1 Explain the role of adaption in selecting words of communication and simplify writing by selecting short and familiar words.</p> <p>2.2 Demonstrate how to use technical words and acronyms appropriately.</p> <p>2.3 Discuss the differences in the strength of words and select the words that communicate a message best.</p> <p>2.4 Understand how to write with clarity and precision by avoiding camouflaged verbs, by selecting the right words, and by using idioms correctly.</p> <p>3.1 Explain the role of adaptation in writing clear sentences.</p> <p>3.2 Demonstrate how to write short, clear sentences by limiting sentence content and economising words.</p> <p>3.3 Demonstrate how to design sentences</p>

<p>4 Write business communications that emphasise key points and have positive effect on human relations. Discuss the importance of courtesy, emphasis and flow of information.</p>	<p>3.4 that give the right emphasis to content. Explore how to employ unity and clarity in writing effective sentences.</p> <p>3.5 Describe how to compose paragraphs that are short and unified, use topic sentences effectively, show movement, and communicate clearly.</p> <p>4.1 Explain the need for effect in writing business messages.</p> <p>4.2 Describe how to employ positive language to achieve goodwill and other desired effects.</p> <p>4.3 Explain the techniques of achieving courtesy.</p> <p>4.4 Demonstrate how to use the major techniques for emphasis in writing.</p>
<p>5 Describe the role of messages in business and the process of writing them.</p>	<p>5.1 Explore the phenomenal growth and nature of email.</p> <p>5.2 Describe the development of a business letter.</p> <p>5.3 Explain the variations in the forms of memorandums.</p> <p>5.4 Explain the wide range of formality used in memorandums.</p> <p>5.5 Describe the process of writing business messages.</p>
<p>6 Write direct-order messages effectively. Understand how to write general/routine inquiries; favourable responses and acknowledgements.</p>	<p>6.1 Identify how to properly assess the reader's reaction to a message.</p> <p>6.2 Describe the general plan for direct-order messages.</p> <p>6.3 Demonstrate how to write clear, well-structured routine requests for information.</p> <p>6.4 Demonstrate how to write direct, orderly, and friendly answers to inquiries.</p> <p>6.5 Describe how to phrase personnel evaluations that fairly present the essential facts.</p> <p>6.6 Demonstrate how to write order acknowledgements that cover problems and build goodwill.</p> <p>6.7 Describe how to write claims that objectively and courteously explain the facts.</p>
<p>7 Discuss how to write indirect responses to convey bad news. Outline how to refuse requests.</p>	<p>7.1 Determine which situations require using the indirect order for the most effective response.</p> <p>7.2 Elaborate how to use tact and courtesy in refusals of requests.</p> <p>7.3 Describe how to write adjustment refusals that minimise and overcome bad impressions.</p>
<p>8 Describe how to conduct and effective job search; compose effective cover messages; CVs and follow-ups and prepare for interviews.</p>	<p>8.1 Identify how to assemble and evaluate information that will help you select a job.</p> <p>8.2 Demonstrate how to compile traditional and electronic CVs that are strong, complete, and organized.</p>

9	Analyse how to prepare well-organised reports. Define a report and how to determine the factors.	8.3 Demonstrate how to write targeted cover messages that skillfully sell your abilities. 8.4 Explain how you can participate effectively in an interview. 8.5 Demonstrate how to write application follow-up messages that are appropriate, friendly, and positive.
10	Discuss the process of writing well-structured short reports. Define the characteristics of short reports.	9.1 State a problem clearly in writing. 9.2 List the factors involved in a problem. 9.3 Explain the common errors in interpreting and develop attitudes and practices conducive to good interpreting. 9.4 Organize information in outline form, using time, place, quantity, factor, or a combination of these as bases for division. 9.5 Construct topic or talking headings that outline reports logically and meaningfully. 9.6 Write reports that are clear, objective, consistent in time viewpoint, smoothly connected, and interesting. 10.1 Explain the structure of reports relative to length and formality. 10.2 Discuss the major differences involved in writing short and long reports. 10.3 Demonstrate how to write clear and well-organised short reports. 10.4 Define how to write clear and well-organized letter and email reports. 10.5 Describe how to adapt the procedures for writing short reports to such reports as staff, audit, and progress reports and meeting minutes. 10.6 Demonstrate how to write clear, well-organised, and effective proposals.
11	Identify how to construct long, formal reports. Discuss the components and structure of long reports.	11.1 Describe the roles and contents and construct the prefatory parts of a long, formal report. 11.2 Determine, based on the report's goal, the most effective way to end a report a summary, a conclusion, a recommendation, or a combination of the three. 11.3 Describe the role and content of the appendix and bibliography of a report.
12	Describe the importance of graphics. Define the common errors in constructing graphs.	12.1 Determine which parts of a report should be communicated by graphics and where in the report the graphics should appear. 12.2 Demonstrate how to construct textual graphics such as tables, pull quotes, flowcharts, and process charts. 12.3 Describe how to construct and use visual graphics such as bar charts, pie charts, line charts, scatter diagrams, and maps.
13	Discuss how to use good speaking and oral-reporting techniques. Discuss presentation	13.1 Describe how personal aspects and audience analysis contribute to formal presentations.

<p>methods and how to analyse the audience.</p> <p>14 Discuss the accepted standards of English grammar and punctuation in written business communication.</p>	<p>13.2 Explain the use of voice quality and physical aspects such as posture, walking, facial expression, and gestures in effective oral communication.</p> <p>13.3 Define how to work effectively with a group in preparing and making a team presentation.</p> <p>13.4 Define oral reports and differentiate between them and written reports on the basis of their advantages, disadvantages, and organization.</p> <p>14.1 Describe how to punctuate messages correctly.</p> <p>14.2 Define how to write complete, grammatically correct sentences, avoiding such problems as awkward construction, dangling modifiers, and misuse of words.</p> <p>14.3 Determine when to spell out numbers and when to express them in numeral form according to standards of correctness.</p> <p>14.4 Demonstrate how to use capital letters for all proper names, first words of sentences, and first words of complimentary closes.</p>
--	---

Recommended Learning Resources: Business Communication

<p>Text Books</p>	<ul style="list-style-type: none"> • Business Communication (Harvard Business Essentials) (Paperback) by Harvard Business Essentials. ISBN-10: 159139113X • The McGraw-Hill 36-Hour Course in Business Writing and Communication. ISBN-10: 0071441271 • Effective Business Communication by Richard Blundel. ISBN-10: 0137427018 • Business Communication Today (Paperback) by Courtland Bovee and John V. Thill. ISBN-10: 0132064707
<p>Study Manuals</p> 	<p>BCE produced study packs</p>
<p>CD ROM</p> 	<p>Power-point slides</p>
<p>Software</p> 	<p>None</p>

Tel: 0044 7423211037

Email: info@londoncomputercollege.co.uk Website: www.londoncomputercollege.co.uk

Registered No: 3267009 (England)