

Course Title	BUSINESS COMMUNICATIONS
Course Code	BUS 102
Course Purpose and Objectives	The aim of the course is to help students understand the process of developing business messages; the types of problems faced by communicators on a daily basis, as well as appreciate the different forms of communication. Students also learn techniques of speaking, listening and writing in different business settings. By the end of the course, students should be able to analyse a situation and choose and apply the best approach for communicating effectively in the given circumstances.
Learning Outcomes	<ol style="list-style-type: none"> 1. Appreciate what communication is about and understand the different forms. 2. Understand communication as an interactive process. 3. Master the writing process (Planning, organizing, and revising messages). 4. Apply the process to practical situations in business (memos, formal complaints, placing orders, positive and negative messages, asking for credit, giving instructions, requesting information etc. 5. Planning and conducting meetings (Creating an agenda, leading a meeting, closing a meeting and following up).
Course Content	<ul style="list-style-type: none"> • Introduction • The Communication Process • Communication Technologies and Mobile Revolution • Proper and ethical use of AI • Developing Business Etiquette • The writing process • Types of written communication • Planning and Conducting Meetings