

KARACHI UNIVERSITY BUSINESS SCHOOL

UNIVERSITY OF KARACHI

BBA – 1V (Hons.)	
Course Title	: BUSINESS COMMUNICATION – II (ORAL COMMUNICATION AND PRESENTATION SKILLS)
Course Number	: BA (H) – 422
Credit Hours	: 03

Objective

The main objective is to enable the students to express themselves in meticulous manner. In an age of downsizing change and career insecurity good communication skills are more important than ever. The course aims at retaining the career oriented features that will help and recognize the approaches required in communicating at work by using new technology in giving presentations and organizing tips for speaking in meetings, interview, seminars and conferences.

Course Contents

1. Communication at Work

- 1.1 The Importance of Communication
- 1.2 The Nature of Communication
- 1.3 The Process of Communication
- 1.4 Using Communication Networks
- 1.5 Choosing the Optimal Communication Channel

2. Personal Skills

- 2.1 Communication Verbal and Non-Verbal Messages
- 2.2 Types of Non-Verbal Communication
- 2.3 Characteristics, Differences, Functions

3. Listening

- 3.1 Importance of Listening
- 3.2 Approaches to Listening
- 3.3 Barriers to Effective Listening
- 3.4 Reasons for Listening

4. Developing the Presentation

- 4.1 Oral Presentations
- 4.2 Establishing a Purpose

- 4.3 Developing the Thesis

5. Organizing Your Ideas

- 5.1 The Importance of Clear Organization
- 5.2 Gathering Ideas and Material
- 5.3 Organizing the Body
- 5.4 Planning the Introduction
- 5.5 Planning the Conclusion
- 5.6 Adding Transitions

6. Verbal and Visual Support in Presentation

- 6.1 Functions of Supporting Material
- 6.2 Verbal Support
- 6.3 Visual Aids

7. Delivering the Presentation

- 7.1 Types of Delivery
- 7.2 Guidelines for Delivery
- 7.3 Speaking with Confidence

8. Interpersonal Skills

- 8.1 Understanding Interpersonal Relationship
- 8.2 Characteristics
- 8.3 Managing Conflicts
- 8.4 Dealing With Criticism
- 8.5 Negotiating Skills

9. Informative Group and Special

- 9.1 Occasion Meeting
- 9.2 Informative Presentations
- 9.3 Group Presentations
- 9.4 Special Occasion Speeches

10. Persuasive Presentations



- 10.1 Types of Persuasive Presentations
- 10.2 Persuasive Strategies
- 10.3 Maximizing Speaker Credibility
- 10.4 Organizing Persuasive Messages

11. Principles of Interviewing

- 11.1 Planning the Interview
- 11.2 Conducting Successful Interviews

12. Types of Interviews

- 12.1 Information Gathering Interview
- 12.2 The Employment Interview
- 12.3 Performance Appraisal Interview

13. Working in Teams

- 13.1 Approaches to Working in Groups and Teams
- 13.2 Problem Solving Communication
- 13.3 Effective Communication in Groups and Teams

14. Effective Meetings

- 14.1 Types of Meetings
- 14.2 Planning Problem Solving Meetings
- 14.3 Conducting Meetings

15. Methods of Dictating Techniques

- 15.1 Communication and Telephone

16. Communicating Effectively in International Business

- 16.2 Non-Verbal Communication in International Business
- 16.3 Training Needs in International Business
- 16.4 Criteria for Communicating Effectively

Recommended Books

1. Adler Ronald B., Communicating At Work: Principles and Practices for Business and the Professionals, McGraw Hill Publication, (5th International Edition), 1999.
2. Hamna Michael S., Wilson Gerald L., Effective Business Communication, McGraw Hill Publication, (4th Edition), 1998.