

# KARACHI UNIVERSITY BUSINESS SCHOOL

## UNIVERSITY OF KARACHI

### Affiliated Colleges

<b>MBA – I</b>	
<b>Course Title</b>	<b>: Business Communication – I</b>
<b>Course Number</b>	<b>: BA (M) – 510</b>
<b>Credit Hours</b>	<b>: 03</b>

1. Effective Communication in Business: Importance & Benefits, Components, Non verbal Communication, Writing Session and Assignment
2. Principle of Effective Communication, 7C's of Communication, Group Discussion on Assignment
3. Business Communication in Global Context
4. Business Communication in Technological Context, Writing Session & Assignment
5. The Process of preparing Effective Business Messages, planning, Organization, Composing the Messages
6. The Appearance and Design of business Messages
7. Good-news and Neutral Messages: Favorable Replies, Answering Inquiries, Granting Request, Acknowledging Orders, Announcement
8. Bad News Messages, The right Attitude, plans for Bad News messages, Negative Replies
9. Persuasive Written Messages: Organization, persuasive Requests and Sales Letter
10. Short Report: Suggestion, Informational and Analytical memorandum Report, Letter Reports, Writing Session Assignments
11. Long (Formal) Report: Prefatory and Supplemental Sections, Presentation
12. Proposal: Purpose, Kind, Parts of Proposals

#### Recommended Books:

#### Text Books:

1. "Effective Business Communication", Hetra A. Murphy, Herbert W. Hildebrandt and James Thomas, McGraw Hill, International Edition

### Reference Books:

1. "Business Communication by John V. Thill and Courtland L. Boves, Prentice Hall, 6<sup>th</sup> Edition
2. "Business Communication by Asrar H. Siddiqui, Royal, Karachi 1998
3. "Business Communication by David Nikson and Suzy Siddon, Pitman publisher 1996

