

Course Title: Business Communication

Course Code: ArLa 4132

ECTS: 5 ECTS

Course Outline

Unit One: Basics of Business Communication

- 1.1. Definition, nature and principles of business communication
- 1.2. Basic requirements of business communication.
- 1.3. Oral business communication
- 1.4. Organizing presentations
- 1.5. Conducting Job Interview
- 1.6. Written business communication
- 1.7. Barriers of business communication

Unit Two: Written Business Communication

- 2.1. Writing Business Letters
- 2.2. Principles of writing business letters
- 2.3 Elements of business letters
- 2.4 Structure and layout of business letters
- 2.5 Building the body of business letters
- 2.6. Types of business letters
 - 2.6.1. Sales Letter
 - 2.6.2 Quotation and tenders
 - 2.6.3 Complaint letters
 - 2.6.4 Adjustment letters
 - 2.6.5 Circular letters
 - 2.6.6 Letter of inquiry
 - 2.6.7 Job search letters and resumes
- 2.7. E-mails and Memos

Unit Three: Meeting and Documenting

- 3.1 Writing notices
- 3.2 Designing agenda

3.3 Involving in a meeting as

3.3.1 A chairperson

3.3.2 A secretary

3.3.3 A member

3.4 Principles of writing minutes

3.4.1 Identifying details and important points

3.4.2 Writing and summarizing the main points

Unit Four: Business Report

4.1. Formal Business Report

4.2. Informal Business Report