

# **MGT 205: Business Communication**

**Full Marks: 100**  
**Pass Marks: 35**

***Lecture Hours: 150***

## **Course Description**

This is BBS second year English courses in 4yr BBS system under the Faculty of Management, Tribhuvan university. This course allows students to explore the art of language communication skills required for general as well as professional domains . It helps students improve their reading and writing abilities in English in both social and professional interactions, and learn skills that they can apply to business negotiations, telephone conversations, written reports and emails, and professional presentations. This course seeks to enhance students' cross-cultural understanding and communicate in varied contexts. Other important concern of this course is to present a wide array of ideas from different spheres of human activity, which is of vital importance for success as an executive in management. Ideas are increasingly being considered an important resource just like men, machines materials and money, and the best business schools have taken note of the importance of creative thinking in the business world. Reading opinions of thoughtful people is important because we learn about other opinions and ideas in the process and they help shape our ideas and prepare us to become educated citizens who can think and form their own conclusions.

**The course has two main components of equal weightage: (50% + 50%)**

- I. Business Communication Skills**
- II. Discourse in Disciplines**

## **Course Objectives and Outcomes**

After completing this course, students will be able to:

- read English texts written in various disciplines and understand different level of discourses
- express themselves in varied forms both in speech and writing
- write correctly and persuasively in present time standard English
- adapt content to a proposed context, audience and purpose
- understand and use appropriate style and tone in spoken as well as written texts
- be familiar with the language used in conducting meetings and prepare reports based on the discussion in the meetings
- write memos, letters, and other business communications

- apply formal structure and develop organization in writing proposal, reports, article etc.
- understand arguments and respond to the arguments accordingly
  - use English pertinent to the level of audience and the purpose as the medium of communication
  - learn the art of using essential rhetorical techniques for developing effective communication
  - Evolve step by step disciplinary and interdisciplinary insights and ability to express in acceptable English

## **Course Contents**

### **I. Business Communication Skills**

#### ***I. The Communication Process***

- Elements of Communication Process
- Methods of Communication
- The Writing Process
- Oral Communication Process
- Group Work and Collaboration Process
- Communication Structures and Systems
- Management Style and Communication
- Barriers of Business Communication

#### ***II. Business Communication***

- Defining Business Communication
- Nature of Communication
- Historical Perspectives
- Purpose of Business Communication
- Functions of Business Communication
- Importance of Business Communication
- Components of Business Communication
- Types of Business Communication
- Principles of Effective Business Communication
- Challenges for Business Communication

#### ***III. Skills and Values in Business Communication***

- The Importance of Communication Skills
- Identifying Communication Skill Sets
- Organizational Communication Skills
- Interpersonal Communication Skills
- Leadership Communication Skills
- Professionalism in Business Communication
- Elements of Professionalism
- Ethical Values
- Intercultural Sensitivities

#### ***IV. Electronic and Other Messages***

- Memos
- Notices
- Letters
- Using Email
- Blogs
- Advertisements
- Press Release

#### ***V. Reports and Proposals***

- Business Plan
- Reports
- Proposals

#### ***VI. Oral Communication***

- Presentations and Speeches
- Telephone Calls
- Other Oral Communication Situations
- Enhancing Oral Communication
- Using Visual Aids
- Using Nonverbal Communication

#### ***VII. Visual Communication***

- Pictures
- Charts
- Graphics

#### ***VIII. Employment Communication***

- Planning and Conducting a Job Search
- Resumes and Cover Letters
- Job interview

## **II. Discourse in Disciplines**

### ***I. Culture and Society***

1. New Nepal
2. Looking for a Rain God
3. Dover Beach
4. Shooting an Elephant
5. The Unknown Citizen
6. The Parrot in the Cage

### ***II. Money and Management***

1. Advertise Your Business
2. Eveline
3. The Company Man
4. Light My Lucky
5. The Ideal of Craftsmanship

### ***III. Science and Environment***

1. Religion and Science
2. The New Physics
3. Root Cellar
4. On Warts
5. The Etiquette of Freedom
6. The Rights of Animals

### ***IV. Gender and Women***

1. Professions for Women
2. The Use of Force
3. The Stronger
4. Here I Love You
5. The Kiss
6. Girl
7. Farewell
8. Popular Mechanics

### ***V. Life, Death and Beyond***

1. The Fly
2. Jest and Earnest
3. The Old Man at the Bridge
4. Once More to the Lake
5. The Hundredth Dove
6. The Lunatic

### ***VI. Art and Philosophy***

1. An Essay in Aesthetics
2. The Clock Tower
3. Beauty
4. From the Fountainhead to the Future
5. What I, Think I Am
6. All-Pervading Poetry
7. The Allegory of the Cave
8. Her First Ball
9. Not the Non-Existent

### **Teaching Method**

The suggested method of teaching is of two fold : introduce the theme of the texts and lead students to the writing task i.e. guide the students to practice specific skills of language knowledge to produce their own writings. The recommended approach is to view the books not as mere language texts but to introduce students to many disciplines in order to expand their intellectual horizon. It is important to discuss what it means to be educated through the ideas of great thinkers and help students to become educated through thoughtful writings on different disciplines . The method, therefore, is to engage students in a dialogue about the questions and ideas raised in each

text by exploring through different perspectives and voices of others, and also sharing respectfully their own experiences and thoughts.

### **Evaluation**

The examinations will cover the language skills including a range of tasks, students' ability to use English in a variety of contexts. Examinations will evaluate the students' ability to communicate effectively in English that is reading and writing activities and using appropriate writing style. Special credit will be given to originality of expression and depth of thinking.

### **Prescribed Texts ( Compulsory Reading)**

Adhikari, Dharma, Tika Lamsal, I. Hugh Holmes, and Mike Sobiech. *Business Communication: Theory and Practice*. Kathmandu: Buddha Publications, 2020.

Lohani, S., compiler & editor. *Visions: A Thematic Anthology*. Kathmandu: Vidyarthi Pustak, Bhandar, 2020.

### **Recommended Reading**

Abrams, M.H., and G.G. Harpham. *A Glossary of Literary Terms*. 11<sup>th</sup> ed., Cengage Learning, 2014.

Bargiela-Chiappini, Francesca, *The Handbook of Business Discourse*. Edinburgh UP, 2009.

Bovee, C.L., and John Thill. *Business Communication Essentials*. 7th ed., Pearson, 2016.

Chaney, Lilian H. *Intercultural Business Communication*. 4th ed., Pearson, 2007.

Guffey, Mary Allen, and Dana Loewy. *Essentials of Business Communication*. 11th ed., Cengage Learning, 2018.

Hattersley M., and L. Mcjannet. (1997). *Management Communication, Principles and Practice*. McGraw – Hill, 1997.

Jethwaney, J. *Corporate Communication*. Oxford, 2010.

*Oxford Advanced Learner's Dictionary of Current English*. 10<sup>th</sup> ed., Oxford, 2020.

Pearson Education. *Longman Business English Dictionary*. 2<sup>nd</sup> ed., Longman, 2018.

Parkinson, Dilys, editor. *Oxford Business English Dictionary*. Oxford, 2005.

Tourish, Dennis, and Owen Hargie. *Key Issues in Organizational Communication*. Routledge, 2004.