



INDEPENDENT UNIVERSITY, BANGLADESH
School of Business
MBA Program Course Outline

Semester	Course Code	Course Title	Section
Summer 2019	MBA 507	Business Communication	2

INSTRUCTOR'S DETAILS:

Instructor:	Dr. Rafiuddin Ahmed	Class Time: 6.30 to 9.30 pm (Wednesday)
Email:	rafi.mkt@du.ac.bd	Class Room: 2013
Contact:	+8801760928099	Office Hours and room:

Course Description	Modern Business Management is all about communicating effectively. Evidence of the importance of communication in business is found in numerous surveys of executives, managers, and recruiters. Without exception these surveys have found that communication ranks at or near the top of the business skills needed for success.
Course Objectives	<ul style="list-style-type: none"> • Understanding the importance of realistic business communication process with real life business scenarios. • Adapting writing processes considering different business situations and selecting appropriate words in those scenarios through examples. • Helping the students in learning the differences between formal and informal writing techniques by providing samples of formal and informal emails, letters, memos and reports. • The course deals with explanation of why communicating clearly across cultures is important to business through case studies. • Helping students constructing their CV and resume through real life samples and preparing them for job interviews
Student Learning Outcomes	<ul style="list-style-type: none"> • Students are expected to learn different methods of communication in an organization • They will be able to communicate effectively in oral and written messages to enhance goodwill of the organization • Students will be able to write clearly and convey ideas and decisions effectively • They will be able to present their ideas coherently and effectively through presentations • They will be able to write detailed formal reports with graphics <p>Students will be able to construct proper CV/Resume for job applications</p>

COURSE POLICY:

1. It is the student's responsibility to gather information about the assignments and covered topics during the lectures missed. **Regular class attendance is mandatory.** Points will be taken off for missing classes. Without 70% of attendance, sitting for final exam is NOT allowed. According to IUB system students must enter the classroom within the first 20 minutes to get the attendance submitted.
2. **The date and syllabus of quiz, midterm and final exam is already given here,** however, announcements will be given ahead of time. **There is NO provision for make-up quizzes.**
3. The reading materials for each class will be given prior to that class so that student may have a cursory look into the materials.
4. **Class participation** is vital for better understanding of sociological issues. Students are invited to raise questions.
5. Students should take tutorials with the instructor during the office hours. Prior appointment is required by email at **rafi.mkt@du.ac.bd.**
6. Students must maintain the IUB code of conduct and ethical guidelines offered by the School of Business.
7. Students must refrain from any type of cheating and/or plagiarism in a course. Any student acting otherwise will receive an "F" grade in the course. School of Business, IUB, maintains a zero tolerance policy regarding violation of academic integrity.
8. Students are not allowed to keep bags, handouts, books, mobile phones, smart watches or any other smart electronic devices with them during any exam. Students are advised to keep everything in the front of the class room before the exam starts. Please note that, just carrying any smart electronic devices (even if the device is turned off or put it in silent mode) during the exam will be considered as "cheating". Moreover, during the exam, anything written on hand palms (or anywhere else) and carrying paper materials (whatever is written) will be considered as "cheating". Any sorts of "cheating" will result in an "F" grade with **no exception.** During the exam, students are only allowed to carry pen, pencil, eraser, sharpener, ruler, highlighter and calculator in a clear plastic bag.

ASSESSMENT AND MARKS DISTRIBUTION:

Type of Evaluation	Nos.	Weight
Class Attendance and Participation		5
Quiz (Best two will be counted)	3*5	15
Project and Presentation (Group)	01*15	15
Midterm Exam	01*30	30
Final Exam	01*35	35
Total		100%

[Class attendance is mandatory; failure to do so may deduct the final marks]

GRADE CONVERSION SCHEME:

The following chart will be followed for grading. This has customized form the guideline provided by the school of Business.

A	A-	B+	B	B-	C+	C	C-	D+	D	F
90-100	85-89	80-84	75-79	70-74	65-69	60-64	55-59	50-54	45-49	0-44

* Numbers are inclusive

REQUIRED TEXT:

The course will be based mostly on the following books [some other books and journals may be referred time to time]:

LEARNING RESOURCES AND TEXTBOOK(S)				
Author	Title	Edition & Year	Publisher	ISBN
Kathryn Rentz & Paula Lentz	Lesikar's Business Communication	Thirteenth Edition (2014)	McGraw-Hill Irwin	978-1-259-06080-9

REFERENCE BOOK

Courtland L. Bovee & John V. Thill	Excellence in Business Communication	Seventh Edition
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GROUP FORMATION: 3 to 4 in each group

CLASS AND EXAM SCHEDULE, TOPIC AND READINGS:

Sessions	Topic	Learning Outcomes	Readings/Suggested activities
Session-1	Understanding work place communication		Chapter 1
Session-2	Communication across culture		Chapter 2
Session-3	Adapting your words to your readers (QUIZ 1)		Chapter 3
Session-4	Constructing clear sentences and paragraphs		Chapter 4
Session-5	Writing for a positive effect		Chapter 5
Session-6	Choosing the best process and form (QUIZ 2)		Chapter 6
Session-7	Getting to the point in good-news		Chapter 7 & 8

	and neutral messages & Maintaining goodwill in bad-news messages		
Session-8	Midterm Exam	CHAPTERS 2,3, 5,7 & 8	
Session-9	Making your case with persuasive messages and proposals		Chapter 9
Session-10	Handling interviews, Business Communication etiquette		Chapter 10
Session-11	Preparing informative and influential business reports (QUIZ 3)		Chapter 11
Session-12	Communicating effectively in meetings and conversations & Delivering oral reports and business speeches		Chapter 15 & 16
Session -13	Final Exam	Chapters: 9,10, 11, 15 & 17	

AUDIT:

Students who are willing to audit the course are welcome during the first two classes and are advised to contact the instructor after that.

NOTE:

Plagiarism- that is the presentation of another person's thoughts or words as though they were the students' own – must be strictly avoided. Cheating and plagiarism on exam and assignment are unacceptable.

UNIVERSITY REGULATION AND CODE OF CONDUCT:

Please see the green book for further information about academic regulation and policies, including withdrawal and grading, appeals and penalties for pilgrims and academic misconduct.

STUDENTS WITH DISABILITIES:

Students with disabilities are required to inform the School of Business/ Department of Economics of any specific requirement for classes or examination as soon as possible.