

**MAKERERE UNIVERSITY BUSINESS SCHOOL
FACULTY OF BUSINESS ADMINISTRATION
DEPARTMENT OF COMMUNICATION
SEMESTER ONE, ACADEMIC YEAR: 2024 / 2025**

COURSE OUTLINE

1.0. COURSE UNIT:	BUSINESS COMMUNICATION SKILLS	CREDIT UNITS: 4
2.0. COURSE CODE:	MGT1105	
3.0. PROGRAM:	BACHELOR OF OFFICE AND INFORMATION MANAGEMENT	YEAR: ONE
4.0. FACILITATORS:	FATUMAH NALUBOWA ABDALLAH REHEMA KADIJA	

5.0. Program Objectives:

- a) It enables graduates to appreciate the role of communication in managing businesses.
- b) The program facilitates students' understanding of the communication principles that aid business and office management practices.
- c) Graduates will be able to display competence in oral, written, and non-verbal communication as they undertake office operations.
- d) Respond effectively to any form of communication in their field of study.

6.0. Justification for the Course:

Communication is the lifeblood of any organization in the modern world. Communication facilitates internal functions as well as enables the organization to effectively relate to the outside environment, thus the need for communication skills in every organization at all levels.

The nature in which messages are produced, applied, and interpreted in business has significant influence on its prosperity. Given the high prevailing competition in most businesses, unhealthy work relations, and hyper technological advancements today, there is a challenge of acquiring and retaining customers, toning down dysfunctional conflicts, capturing and mining information as soon as it is created so as to optimally profit and steer continuity and growth. All this requires effective communication skills. Thus, as the business world becomes more challenging and

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competitive, employees at all levels (operational, tactical and strategic) need to equip and update themselves with the techniques in effective business communication.

Business Communication enables management and employees to efficiently and profitably coordinate and manage their business resources, coordinate the various business functions, exhibit good internal and external customer relations and spearhead efficient public relations. The Business Communication skills course provides graduates with the skills and knowledge to: write business reports; prepare and deliver oral presentations; evaluate communication systems; relate their understanding of the communication process to global issues; and critically examine technological and interpersonal issues in communication.

7.0. Course Description:

The Business Communication Skills course is designed to expose students to introductory aspects of communication including the basic business communication concepts, the communication process and basics of Business English. The course also gives students the skills and knowledge to: relate with people of different personalities, write business reports; prepare and deliver oral presentations; effective use telephone communication, use and interpret non-verbal communication, effective management of meetings and generally use technology in different methods of communication.

8.0. Course Objectives:

The Business Communication Skills course is intended to;

- Familiarize students with communication concepts
- Empower students to plan for both personal and organizational communication
- Equip students with skills to develop appropriate messages that suit the audience
- Introduce students to the principles of communication
- Equip students with skills to relate well with people of different personalities
- Equip students with written communications
- Train students in oral communication methods.

9.0. Expected Outcomes:

At the end of this course, students shall be able to;

- Explain the key concepts in business communication
- Plan for communication
- Develop appropriate messages that suit the audience

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- Apply the principles of communication
- Relate well with people of different personalities
- Prepare business correspondences like letters, memos and reports
- Listen effectively
- Make winning public presentations
- Hold successful meetings
- Use and interpret the non-verbal cues

10.0. Mode of Delivery:

This course will mainly be conducted using;

- Straight lectures, Power Point presentation lectures, Zoom classes
- Presentations and Demonstrations

11.0. Mode of Assessment:

The course will be assessed in two parts;

Part One: Continuous Coursework assessment (30%) broken down as follows;

- Coursework one Class Test 20 %
- Coursework two: Class presentation and drafting a curriculum vita 10%

Part Two: Final Exam

- End of Semester exam 70%

NB: the final examination that will be done at the end of the semester shall be purely situational.

12.0. Mode of communication:

Lecturers may communicate to students and vice versa in the following ways:

- During lecture time
- Face to face conversations in staffrooms and on school campus and phone calls.
- MUBSEP (MUBS eLearning platform)

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- WhatsApp groups where students will get communication from their class representatives

13.0. DETAILED COURSE CONTENT AND LEARNING OBJECTIVES

Course Content / Topic	Learning Objectives			Teaching Methods	Media	Scheme of work
	Cognitive	Affective	Psychomotor			
1. Introduction to Business Communication Skills	<ul style="list-style-type: none"> ✚ Define communication. ✚ List two major methods of communication. (Verbal and Nonverbal) and others ✚ Trends in communications ✚ Impact of new trends on communication ✚ Formality of new trends in the organization structure ✚ Outline the factors to consider while choosing a method of communication. 	<ul style="list-style-type: none"> ✚ Explain the importance of communication. ✚ Explain the methods of communication, ✚ Explain the new trends in communication and how they have changed workplace communication giving the positive and negative impacts of the new trends ✚ Distinguish between the various methods and channels of communication. ✚ Explain the factors to consider before choosing the methods 	<ul style="list-style-type: none"> ✚ Demonstrate the various methods of communication. ✚ Demonstrate how technology has changed workplace communication. ✚ Analyze the factors to consider while choosing a method of communication. 	<ul style="list-style-type: none"> ✓ Lecture method, ✓ Class discussions, and demonstrations. ✓ Roleplays 	<ul style="list-style-type: none"> ✓ Overhead projectors ✓ Whiteboard ✓ Demonstration 	1 (4hrs)

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2. Effective Communication	<ul style="list-style-type: none"> ✚ Define effective communication 	Distinguish between effective communication and ineffective communication.		<ul style="list-style-type: none"> ✓ Lecture method, Class discussions, and demonstrations. 	<ul style="list-style-type: none"> ✓ Overhead projectors ✓ Whiteboard ✓ Demonstration 	2 (2 Hrs.)
a) Communication process	<ul style="list-style-type: none"> ✚ List & explain the elements of the communication process/model 	Discuss the Elements of the communication process (Sender, message, medium, receiver, noise) Show the points at which the barriers to effective communication occur.	<ul style="list-style-type: none"> ✚ Illustrate the communication process model. 			
b) Barriers to effective communication	<ul style="list-style-type: none"> ✚ Outline the barriers to effective communication. 		<ul style="list-style-type: none"> ✚ Demonstrate how barriers to effective communication can be overcome. 	<ul style="list-style-type: none"> ✓ Lecture method, Class discussions, and demonstrations. ✓ Roleplay 	<ul style="list-style-type: none"> ✓ Overhead projectors ✓ Whiteboard ✓ Demonstration 	2 (2 Hrs.)
c) Planning for Communication	<ul style="list-style-type: none"> ✚ List the 8 components of planning for comm... <ul style="list-style-type: none"> ✓ purpose ✓ audience ✓ structure ✓ style ✓ message ✓ time ✓ necessary resources ✓ evaluation 	Justify the need for planning before communication. Explain each of the 8 components needed when planning for communication and indicate how the 5Ws and the one H fit into the above components.	<ul style="list-style-type: none"> ✚ Illustrate how effective communication can be achieved in an organization. 			3 (2 Hrs.)
d) Basic Business English in relation to Principles of Communication	<ul style="list-style-type: none"> ✚ List the basic communication principles/ 7Cs of communication: - <ul style="list-style-type: none"> ✓ Courtesy ✓ Considerate ✓ Clarity ✓ Concreteness ✓ Completeness ✓ Conciseness ✓ Correctness 	<ul style="list-style-type: none"> ✚ Explain the (7Cs) communication principles (meaning, how to achieve and benefits) making sure that correctness comes last. In correctness, emphasize grammatical terms and rules, sentence construction pronunciations, spellings and idioms. Parts of speech, punctuations. paragraphing, tenses, articulation and others 	<ul style="list-style-type: none"> ✚ Recommend the most effective channel of communication for a particular type of message and audience. Plan a business message of the student's own choice. 	<ul style="list-style-type: none"> ✓ Lecture method, Class discussions, and demonstrations. ✓ Roleplays 	<ul style="list-style-type: none"> ✓ Overhead projectors ✓ Whiteboard ✓ Demonstration 	3 (2 Hrs.)
			<ul style="list-style-type: none"> ✚ Demonstrate application of the various communication principles in designing various business messages. 	<ul style="list-style-type: none"> ✓ 	<ul style="list-style-type: none"> ✓ Overhead projectors ✓ Whiteboard ✓ Demonstration 	4 (2Hrs.)

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<p>e) Formal Work Place Vocabulary</p> <p>3. Organizational Communication</p>	<ul style="list-style-type: none"> ✚ List vital scenarios at the workplace where formal vocabulary is essential ✚ Mention and explain the classification of communication in an organization ✚ Explain the flow of communication in an organization / the communication system 	<ul style="list-style-type: none"> ✚ Distinguish between formal and informal vocabulary used in different scenarios at the workplace ✚ Critique the different forms of communication. ✚ Distinguish between internal and external communication, formal and informal communication. 	<p>Demonstrate ability to formally: Greet, welcome visitors, ask for help Introduction of self, show appreciation and others</p> <ul style="list-style-type: none"> ✚ Illustrate the communication flow in an organization. ✚ Choose and justify the most optimal form of 	<ul style="list-style-type: none"> ✓ Class Role Plays ✓ Group Activities ✓ Lecture method ✓ Class discussions, and Demonstration. Class presentations 	<ul style="list-style-type: none"> ✓ Overhead projectors ✓ Whiteboard ✓ Demonstration 	<p>4 (2 Hrs.)</p> <p>5 (4 hrs.)</p>
<p>4. Interpersonal Communication</p>	<ul style="list-style-type: none"> ✚ Define Interpersonal Communication ✚ Explain the components of Interpersonal Communication ✚ Explain the elements of emotional management 	<ul style="list-style-type: none"> ✚ Distinguish between the different personalities ✚ Explain how one can relate to people of different personalities ✚ Explain how one can develop emotional management skills 	<ul style="list-style-type: none"> ✚ Analyze how personality differences influence communication at the workplace ✚ Demonstrate emotional management in various scenarios at the workplace. 	<ul style="list-style-type: none"> ✓ Lecture method ✓ Class discussions, and Demonstration. ✓ Class presentations 	<ul style="list-style-type: none"> ✓ Overhead projectors ✓ Whiteboard ✓ Demonstration 	<p>6 (4 hrs.)</p>

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<p>5. Written communication</p> <p>a) Business Letters</p> <ul style="list-style-type: none"> ✓ Application Letter ✓ CV writing ✓ Other letters (circular, invitation, sales, collection etc.) 	<ul style="list-style-type: none"> ✚ Explain a business letters with its importance. ✚ Outline the standard and optional parts of a business letter. ✚ Identify the styles and formats of business letters. ✚ Define an application letter and a resume (CV.) List the parts of a resume. 	<ul style="list-style-type: none"> ✚ Discuss the importance of business letters. ✚ Distinguish between the standard and optional parts of a business letter. ✚ Discuss the various styles and formats of business letters. ✚ Justify the use of different formats of a resume ✚ Discuss the guidelines to writing a good resume. 	<ul style="list-style-type: none"> ✚ Write a business letter. ✚ Demonstrate the different formats of a business letter. ✚ Write an application letter. ✚ Write a resume. 	<ul style="list-style-type: none"> ✓ Lecture method, ✓ Class discussions, and demonstrations. ✓ Case analysis ✓ Roleplays 	<ul style="list-style-type: none"> ✓ Overhead projectors ✓ Whiteboard ✓ Demonstration 	<p>7 (2 hrs.)</p>
<p>b) Memorandum</p>	<ul style="list-style-type: none"> ✚ Define a memo. ✚ Outline the components of a memo. ✚ List the importance of memos. 	<ul style="list-style-type: none"> ✚ Distinguish a memo from a business letter. ✚ Demonstrate how the memo is written 	<ul style="list-style-type: none"> ✚ Design a memo 	<ul style="list-style-type: none"> ✓ Lecture method ✓ Class discussions ✓ Demonstration. ✓ Case analysis 	<ul style="list-style-type: none"> ✓ Overhead projectors ✓ Whiteboard ✓ Demonstration 	<p>7 (1 hr.)</p>
<p>c) Business Report</p>	<ul style="list-style-type: none"> ✚ Define a business report. ✚ Outline the importance of business reports. ✚ Mention the different classifications of a 	<ul style="list-style-type: none"> ✚ Explain the approaches to organizing a report body. ✚ Explain the different parts of a business report. ✚ Explain the planning steps in report writing. 	<ul style="list-style-type: none"> ✚ Recommend the best approach to organizing a report body. ✚ Write a business report (headings, terms of reference, 	<ul style="list-style-type: none"> ✓ Lecture method, class discussions, demonstration. ✓ Class presentations 	<ul style="list-style-type: none"> ✓ Overhead projectors ✓ Whiteboard ✓ Case analysis 	<p>7 (1 hr.) & 8 (1 hr.)</p>

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	<p>business report.</p> <ul style="list-style-type: none"> ✚ Outline the different parts of the business report. 		methodology/ procedure, findings, conclusion, recommendations).	✓ Role plays	✓ Demonstration	
d) Email Writing	<ul style="list-style-type: none"> • Explain guidelines for good email writing • Outline good email etiquette 	<ul style="list-style-type: none"> • Discuss the different work situation that may call for email writing • Explain the different parts of an email 	Write an email and attach relevant documents for a given work situation of your choice	<ul style="list-style-type: none"> ✓ Lecture method, class discussions, demonstration. ✓ Class presentations 	<ul style="list-style-type: none"> ✓ Overhead projectors ✓ Whiteboard ✓ Case analysis 	8 (1 hr.)
6. Oral Communication a) Listening skills b) Telephone use c) Public Presentation	<ul style="list-style-type: none"> ✚ Define verbal communication. ✚ Define listening. ✚ Outline the good listening skills. <ul style="list-style-type: none"> ✚ List the steps in preparing a presentation. ✚ Summarize the checklist in analyzing the audience. 	<ul style="list-style-type: none"> ✚ Discuss the effective use of business telephones (before, during and after making a call). <ul style="list-style-type: none"> ✚ Discuss guidelines to effective public presentation. ✚ Explain the methods of delivering presentations. ✚ Discuss possible ways of overcoming stage fright. 	<ul style="list-style-type: none"> ✚ Prepare a public presentation. ✚ Present a short speech. ✚ Demonstrate effective listening. ✚ Demonstrate effective use of business telephones. 	<ul style="list-style-type: none"> ✓ Lecture method, class discussions, demonstration. ✓ Class presentations ✓ Roleplays 	<ul style="list-style-type: none"> ✓ Overhead projectors ✓ Whiteboard ✓ Demonstration 	8 (2 Hrs.) & 9 (2 Hrs.) 9 (2 Hrs.)

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d) Conducting effective Interviews	<ul style="list-style-type: none"> ✚ Name the different types of interviews. ✚ Outline ways of conducting an effective interview. 	<ul style="list-style-type: none"> ✚ Evaluate the different types of interviews. ✚ How can you successfully prepare for the interview? 	✚ Prepare and conduct an interview.	<ul style="list-style-type: none"> ✓ Lecture method, class discussions, demonstration. ✓ Class presentations ✓ Case analysis ✓ Role plays 	<ul style="list-style-type: none"> ✓ Overhead projectors ✓ Whiteboard ✓ Demonstration 	10 (2 Hrs.)
e) Conducting Effective Meeting	<ul style="list-style-type: none"> ✚ Explain the various types of meetings. ✚ Outline the different meeting documents. 	✚ Discuss the different ways of planning and managing an effective meeting.	✚ Prepare the different meeting documents; Notice, Agenda Minutes etc.	<ul style="list-style-type: none"> ✓ Lecture method, class discussions, demonstration. ✓ Class presentations ✓ Case analysis ✓ Role plays 	<ul style="list-style-type: none"> ✓ Overhead projectors ✓ Whiteboard ✓ Demonstration 	11 (4 Hrs.)
7. Non-Verbal Communication	<ul style="list-style-type: none"> ✚ Define non-verbal communication. ✚ List the different forms of non-verbal communication. 	<ul style="list-style-type: none"> ✚ Distinguish between verbal and non-verbal communication. ✚ Discuss how each form of non-verbal communication can be effected. ✚ Justify the use of visual aids in business communications. ✚ Explain the use of body language in business communication. 	<ul style="list-style-type: none"> ✚ Demonstrate how non-verbal communication is effected in organizations. ✚ Demonstrate the use of body language ✚ Demonstrate how cultural differences affect non-verbal communication. ✚ Recommend the best way of using non-verbal cues. 	<ul style="list-style-type: none"> ✓ Lecture method, class discussions, demonstration. ✓ Class presentations ✓ Case analysis ✓ Role plays 	<ul style="list-style-type: none"> ✓ Overhead projectors ✓ Whiteboard ✓ Demonstration 	12 (2 Hrs.)
8. C W 2 Presentations						12 (2 Hrs.) & 13 (4 hrs.)

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9. Recap of the entire course unit and Personal Revision time						14 (2 hrs.) 2 hrs
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READING LISTS

1. Carnegie, D. (2024). *How to win friends and influence people*
2. Courtland, B. & Thill, J.V. (2017). *Business Communication Today* (14th ed.): Prentice Hall
3. Devito, J.A. (2021). *The Interpersonal Communication Book* (16th). Pearson
4. Gallo, C. (2014). *Talk like TED: the 9 public speaking secrets of the world's top minds*. Pan Macmillan.
5. Guffey, M. E. & Loewy, D. (2018) *Business Communication Essentials: Fundamental Skills for the Mobile-Digital-Social Workplace* (What's New in Business Communication), (8th ed). Pearson.
6. <https://subjectguides.nsc.ca/c.php?g=724529&p=5189219>
7. Hynes, G.E. (2015). *Managerial Communication; Strategies and Application* (6th ed.): Sage Publications
8. *Journal of Communication Management*. www.emeraldinsight.com
9. Katusabe, M.G. (2011). *Meeting Planning and Management* (1st ed.): Marianum Press
10. Lawson, C., Gill, R., Feekery, A., Witsel, M., Lewis, M., & Cenere, P. (2019). *Communication skills for business professionals*. Cambridge University Press.
11. Locker, K. O., & Kaczmarek, S. K. (2014). *Business communication: Building critical skills*.
12. McLean, S. (2010). *Business communication for success*. Boston, MA: Flat World Knowledge.
13. Scot O. (2007). *Contemporary Business English* (7th ed.): Cengage Learning
14. Shirley T. (2007). *Communication for Business* (5rded.): Longman Publishing House.
15. Shirley T. (2012). *Model Business Letters, Emails and Other Business Documents* (7th ed.): Prentice Hall.
16. Thill, J. V., & Bovée, C. L. (2021). *Excellence in business communication*. Pearson Higher Ed.
17. Williams, V. & Sonja, N. (2022) *Fundamentals of Business Communication Revised*
18. Williams, V., & Sonja, N. (2022). 11.2 Writing a Formal Report. *Fundamentals of Business Communication Revised (2022)*.
19. Williams, V., & Sonja, N. (2022). 18.4 Presentation Aids. *Fundamentals of Business Communication Revised (2022)*.
20. Williams, V., & Sonja, N. (2022). 19.3 Designing an Effective Résumé. *Fundamentals of Business Communication Revised (2022)*.
21. Williams, V., & Sonja, N. (2022). 2.3 Planning Your Message. *Fundamentals of Business Communication Revised (2022)*.

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