

SYLLABUS

Date/Revision : May 23, 2015/August 15, 2017/SaP
Faculty : Business & Social Sciences
Study Program(s) : International Business Administration (IBA), Management (MGT/AVM), Hotel & Tourism Management (HTM), International Relations (INR)

SUBJECT: Business Communication

1 Basic Information

1.01	Subject Name	Business Communication
1.02	Semester	1
1.03	Level	1
1.04	SKS	2
1.05	Mandatory / Curriculum	F-04
1.06	Subject Code	BCOM
1.07	Subject Code	BSS-F-BCOM-1000
1.08	Year	2017 (1)
1.09	Quality Control	Final Test, OFSE, see evaluation
1.10	Limitations	Min 12 and Max 32 students in one class
1.11	Combined with	MGT 1, IBA 1, HTM 1, INR 1
1.12	Prerequisite	None
1.13	Responsible	Widya Granita, MM, Trisia Megawati, MSi, Frieda Roselina, MM, Hari Iskandar, MM
1.14	Revision	Aug 15, 2017/SaP

2 Description of Subject

This course motivates students to improve their communication skills, offers a fundamental of communication in organizations, discusses communication media, stresses benefits of improving communication and using technology to communicate, outlines criteria for effective messages, introduces the importance of business writing, and demonstrates how to analyze and solve business communication problems.

3 Objectives

- Overview on communication skills on individual basis
- Overview on communication media
- Benefits on improving communication
- Using technology to communicate
- Overview on business criteria on effective messages
- Importance of business writing
- Challenges in business communication

4 Competency

After having the course, students are expected to have the ability to:

- Solve business communication problems.
- Analyze audiences and adapting messages to them.
- Learn how corporate culture impacts the business environment.
- Know the four levels of document design and how they can help critique documents.
- Design brochures and web pages.
- Conduct basic usability testing.
- Develop team decision-making strategies.
- Recognize when and how to use common business media.
- Construct different kinds of negative messages.
- Write persuasive direct requests
- Write sales and fund-raising messages
- Prepare a detailed time line for their job search.
- Deal with common difficulties that arise during job searches.
- Handle the on-line portion of job searches.
- Find the information needed to write a good job letter to a specific employer.
- Write a job letter that makes them look attractive to employers.
- Prepare budget and cost sections.
- Write progress reports

5 Learning Approach / Methodology

- Lectures/Class contact (time-tabled) supplemented with interactive questions and answers;
- Tutorials/Class discussion/Group work: review of materials, revision, case studies and/or reports writing;
- Student Study Effort: homework/assignment, presentation, preparation for test/quizzes/examination.

6	Evaluation
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5.1	Absence maximum	25%
5.2	Participation & Discussions	5 Points
5.3	Homework/Classwork & Quizzes	5 Points
5.4	Presentation/Simulation	30 Points
5.5	Final Examination	60 Points
	Total	100 Points

7	Text Book and Reference
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1	Main Text Book: Locker, Kitty O, and Donna S. Kienzler (2014), <i>Business and Administrative Communications</i> , 11 th Edition, McGraw-Hill, New York: USA. ISBN # 978-1-2590-9565-8
2	Supplement Textbooks: <ul style="list-style-type: none"> • handouts

8	Content / Topics of Lecture
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Week	Content/ Topics of Lecturing	Text Book Chapter	Remarks
1	Introduction to Business Communication <ul style="list-style-type: none"> • Overview of communication in organizations • Costs of poor communication • Benefits of good communication • Using technology to communicate • Effective messages • Analyzing and solving business communication problems • Five layers of audiences & analyzing audiences • Strategies for adapting messages 	Ch. 1 & 2	Group formation Homework
2	Building Goodwill & Navigating Environment <ul style="list-style-type: none"> • You-Attitude • Positive emphasis & positive psychology • Tone, Power, and Politeness • Trust • Using technology to Build Goodwill • Reducing bias in business communication • Ethics & corporate culture • Time management & trend in Business communication 	Ch. 3 & 4	Group discuss
3	Recap Chapter 1-4 Evaluations on the previous discussions & chapters	Ch. 1-4	Discussion Quiz (Widya)
4	Documentation: Planning, Composing & Designing <ul style="list-style-type: none"> • Effective business and administrative writing • Making readable sentences and paragraphs • Communicating the meaning and attitude • Effective strategies for planning, revising, using boilerplates, 	Ch. 5 & 6	Group discussion (Widya)

Week	Content/ Topics of Lecturing	Text Book Chapter	Remarks
	<ul style="list-style-type: none"> and integrating technology into the writing process Making visually attractive document Designing brochures, web pages, and usability testing 		
5	Communication Across Culture <ul style="list-style-type: none"> How the values, beliefs, and practices of different cultures affect business communication Nonverbal and oral communication 	Ch. 7	Group discuss Homework (Widya)
6	Working & Writing in Teams <ul style="list-style-type: none"> Team Interaction Working on diverse teams Conflict resolution Effective meetings Technology in teams Collaborative writing 	Ch. 8	Group discussion
7	Evaluations on the previous discussions & chapters	Ch. 5-8	Quiz (Widya)
8	SEMESTER BREAK		
9	Teams & Technology <ul style="list-style-type: none"> Skills needed for successfully working and writing in teams Strategies for conflict resolution Team interactions Effective meetings Collaborative writing Most-used types of messages Different types of communication hardware Common media used in the workplace Information overload 	Ch.9	Group discuss Homework
10	Delivering Negative Messages & Persuasive Messages <ul style="list-style-type: none"> Ways to deliver negative messages Parts of negative messages Tone of negative messages Constructing negative messages Strategy for delivering persuasive messages Type of persuasive messages Planning and organizing sales and fund-raising messages 	Ch.10 & 11	Group discussion (Widya)
11	Evaluations on the previous discussions & chapters	Ch.9-11	Quiz
12	Resume & Job Application <ul style="list-style-type: none"> Resume guidelines Organizing a job search Networking Obtaining an internship Prospecting job application letters Creating an professional image 	Chapter 12 & 13	Group discuss Classwork (Widya)
13	Interviewing Proposal & Report Writing <ul style="list-style-type: none"> Job interviews Outlining interview questions Enterprise Storage Writing follow-up messages Overview of the major types of reports Writing proposals and progress reports Analyzing information and writing reports 	Ch. 14 & 15	Group discuss Classwork
14	Proposals & Progress Reports	Ch. 17 & 18	Group discuss

Week	Content/ Topics of Lecturing	Text Book Chapter	Remarks
	<ul style="list-style-type: none"> Strategies for writing proposals and progress reports Time efficiently Analyzing data and information Choosing information for reports Organizing information for reports Presenting information effectively Writing formal reports 		Classwork
15	<p>Oral Presentation</p> <ul style="list-style-type: none"> Planning, organizing, and delivering effective oral presentations Adapt a presentation to an audience Guidelines for creating PowerPoint Presentations 	Chapter 19	Group discuss (Widya)
	Presentation Day		Students' Presentations
16	SILENT WEEK		
17	Final Exam	All chapters	