
SYLLABUS

Date/Revision August 15, 2015
Faculty Business and Social Sciences
Approval Dr. Samuel Prasetya/Dr. TutukoPrajogo

SUBJECT : BUSINESS COMMUNICATION

1. Identification of Subject:

Name of Subject : Business Communication
Code of Subject : COMM-1000
SKS/ECTS : 2/3
Semester : 1
Study Program : B-MGT/B-IBA/B-INR/B-HTM/B-TAD
Lecturer : Frieda RoselinaSirait, ST, MM

2. Competency (Learning Outcome)

After having the course, students are expected 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

3. 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.

4. Learning Approach

Approach : Combination of Expository - inquiry and collaborative
 Method : Discussions, questions/answers, sample problems/cases, group works
 Student Task : Homework, presentation
 Media : LCD projector

5. Evaluation

Maximum absences : 25%
 Participation in discussion : 5 points
 Homework, Classwork and Quiz : 5 points
 Presentation, Simulation : 30 points
 Final Examination : 60 points
 Total : 100 points

6. Contents/Topics of Lecturing

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	Evaluations on the previous discussions & chapters	Ch. 1-4	Quiz
4	Documentation: Planning, Composing & Designing	Ch. 5 & 6	Group

Week	Content/ Topics of Lecturing	Text Book Chapter	Remarks
	<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, and integrating technology into the writing process Making visually attractive document Designing brochures, web pages, and usability testing 		discuss
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
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 discuss
7	Evaluations on the previous discussions & chapters	Ch. 5-8	Quiz
8	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
9	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 	Ch.10 & 11	Group discuss

Week	Content/ Topics of Lecturing	Text Book Chapter	Remarks
	messages		
10	Evaluations on the previous discussions & chapters	Ch.9-11	Quiz
11	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
12	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
13	Proposals & Progress Reports <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 	Ch. 17 & 18	Group discuss Classwork
14	Oral Presentation <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
	Presentation Day		Students' Presentations
15	Final Exam	All chapters	

7. Book Reference:

- **Main Textbook:** Locker, Kitty O, and Donna S. Kienzler (2014), *Business and Administrative Communications*, 11th Edition, McGraw-Hill, New York: USA. ISBN # 978-1-2590-9565-8
- **Additional Reference:**
 1. Hand-outs