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## SYLLABUS

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

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### SUBJECT : BUSINESS COMMUNICATION

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#### 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-HTM  
Lecturer : Widya Granita, ST, MM & Adhiasca Soemitro, MComm

#### 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
1-2	<b>Introduction to Business Communication</b> <ul style="list-style-type: none"> <li>Overview of communication in organizations</li> <li>Costs of poor communication</li> <li>Benefits of good communication</li> <li>Using technology to communicate</li> <li>Effective messages</li> <li>Analyzing and solving business communication problems</li> <li>Five layers of audiences &amp; analyzing audiences</li> <li>Strategies for adapting messages</li> </ul>	Ch. 1 & 2	Group formation Homework
3	<b>Building Goodwill&amp; Navigating Environment</b> <ul style="list-style-type: none"> <li>You-Attitude</li> <li>Positive emphasis &amp; positive psychology</li> <li>Tone, Power, and Politeness</li> <li>Trust</li> <li>Using technology to Build Goodwill</li> <li>Reducing bias in business communication</li> <li>Ethics &amp; corporate culture</li> <li>Time management &amp; trend in Business communication</li> </ul>	Ch. 3 & 4	Group discuss
4	<b>Evaluations on the previous discussions &amp; chapters</b>	Ch. 1-4	Quiz
5	<b>Documentation: Planning, Composing &amp; Designing</b> <ul style="list-style-type: none"> <li>Effective business and administrative writing</li> <li>Making readable sentences and paragraphs</li> </ul>	Ch. 5 & 6	Group discuss

Week	Content/ Topics of Lecturing	Text Book Chapter	Remarks
	<ul style="list-style-type: none"> <li>Communicating the meaning and attitude</li> <li>Effective strategies for planning, revising, using boilerplates, and integrating technology into the writing process</li> <li>Making visually attractive document</li> <li>Designing brochures, web pages, and usability testing</li> </ul>		
6	<b>Communication Across Culture</b> <ul style="list-style-type: none"> <li>How the values, beliefs, and practices of different cultures affect business communication</li> <li>Nonverbal and oral communication</li> </ul>	Ch. 7	Group discuss Homework
7	<b>Working &amp; Writing in Teams</b> <ul style="list-style-type: none"> <li>Team Interaction</li> <li>Working on diverse teams</li> <li>Conflict resolution</li> <li>Effective meetings</li> <li>Technology in teams</li> <li>Collaborative writing</li> </ul>	Ch. 8	Group discuss  Quiz
8	<b>Semester Break – only used for make-up classes and excursions</b>		
9	<b>Teams &amp; Technology</b> <ul style="list-style-type: none"> <li>Skills needed for successfully working and writing in teams</li> <li>Strategies for conflict resolution</li> <li>Team interactions</li> <li>Effective meetings</li> <li>Collaborative writing</li> <li>Most-used types of messages</li> <li>Different types of communication hardware</li> <li>Common media used in the workplace</li> <li>Information overload</li> </ul>	Ch.9	Group discuss Homework
10	<b>Delivering Negative Messages &amp; Persuasive Messages</b> <ul style="list-style-type: none"> <li>Ways to deliver negative messages</li> <li>Parts of negative messages</li> <li>Tone of negative messages</li> <li>Constructing negative messages</li> <li>Strategy for delivering persuasive messages</li> <li>Type of persuasive messages</li> <li>Planning and organizing sales and fund-raising messages</li> </ul>	Ch.10 & 11	Group discuss
11	<b>Evaluations on the previous discussions &amp; chapters</b>	Ch.9-11	Quiz
12	<b>Resume &amp; Job Application</b>	Chapter 12 & 13	Group discuss

Week	Content/ Topics of Lecturing	Text Book Chapter	Remarks
	<ul style="list-style-type: none"> <li>• Resume guidelines</li> <li>• Organizing a job search</li> <li>• Networking</li> <li>• Obtaining an internship</li> <li>• Prospecting job application letters</li> <li>• Creating an professional image</li> </ul>		Classwork
13	<b>Interviewing Proposal &amp; Report Writing</b> <ul style="list-style-type: none"> <li>• Job interviews</li> <li>• Outlining interview questions</li> <li>• Enterprise Storage</li> <li>• Writing follow-up messages</li> <li>• Overview of the major types of reports</li> <li>• Writing proposals and progress reports</li> <li>• Analyzing information and writing reports</li> </ul>	Ch. 14 & 15	Group discuss Classwork
14	<b>Proposals &amp; Progress Reports</b> <ul style="list-style-type: none"> <li>• Strategies for writing proposals and progress reports</li> <li>• Time efficiently</li> <li>• Analyzing data and information</li> <li>• Choosing information for reports</li> <li>• Organizing information for reports</li> <li>• Presenting information effectively</li> <li>• Writing formal reports</li> </ul>	Ch. 17 & 18	Group discuss Classwork
15	<b>Oral Presentation</b> <ul style="list-style-type: none"> <li>• Planning, organizing, and delivering effective oral presentations</li> <li>• Adapt a presentation to an audience</li> <li>• Guidelines for creating PowerPoint Presentations</li> </ul>	Chapter 19	Group discuss  Students' Presentations
16	<b>Silent Break – only for make-up classes and excursions</b>		
17-18	<b>Final Exam</b>	All chapters	

## 7. Book Reference:

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