



Course Syllabus

BUSINESS COMMUNICATION

<i>Credit</i>	3 (3.0.6)			<i>code</i>	IM3047	
<i>Period</i>	<i>Total: 45</i>	<i>Theory: 45</i>	<i>Exercise: 0</i>	<i>Labs/Practice:</i>	<i>Assignment: X</i>	
<i>Minor Project, Lab Practice</i>						
<i>Assessment: 10-point grading scale</i>	<i>Exercise: 30%</i>	<i>Labs/Practice:</i>	<i>Mid-term:</i>	<i>Assignment: 40%</i>	<i>Final exam: 30%</i>	
<i>Evaluation form</i>	<i>Final examination</i>	30%	<i>Writing, 65min</i>			
	<i>Assignment</i>	40%	<i>Group presentation</i>			
	<i>Exercise</i>	30%	<i>In-Class Discussion</i>			
<i>Prequired courses</i>	None				Code:	
<i>Pre-requisites</i>	None				Code:	
<i>Co-requisites</i>	None				Code:	
<i>Major</i>	Industrial Management					
<i>Degree</i>	Undergraduate					
<i>Level</i>	3					
<i>Remarks</i>						

1. Course Description

This course is aimed to provide participants with the concepts, knowledge, and skills to communicate effectively at work. After studying this course, the participants could be able to:

- Understand the importance of communication and principles of successful communication, especially multi-way communication.
- Improve skills on listening, questioning and giving feedbacks skills to be successful at work.
- Improve presentation skills.
- Write common documents in business

This course is designed to develop the ability to communicate effectively within business. The related content consists of methods of communication, skills of personal communication and communication in organizations, business correspondence.

2. References

Text book

- [1] Amy Newman, Scot Ober (2016), *Business Communication: In Person, In Print, Online 10th Edition*, Boston, Massachusetts, USA: Cengage Learning.
- [2] John V. Thill, Courtland L. Bovee (2016), *Excellence in Business Communication (12th Edition)*, London, United Kingdom: Pearson.

Reference

- [1] Courtland L. Bovee, John V. Thill (2017), *Business Communication Today (14th Edition)*, London, United Kingdom: Pearson.
- [2] Daniel Goleman, Barrett Whitener (2018), *Emotional Intelligence, 10th Edition*, Seattle, Washington, USA: Audible.com-Daniel Goleman.

