



# Lead City University, Ibadan

Faculty of Environmental, Social & Management Sciences

Department of Business Administration

2<sup>nd</sup> Semester 2017/2018 Academic Session

---

## COURSE PARTICULARS

<b>Course Code:</b>	OIM 214
<b>Course Title:</b>	Business/Office Communication II
<b>No. of Units:</b>	2 Units
<b>Status:</b>	Compulsory

## LECTURERS' DETAILS

<b>Name:</b>	Prof. E. A. Erwat
<b>Qualifications:</b>	B.Sc, M.Ed, Ph.D
<b>Phone:</b>	08037278848
<b>Email:</b>	<a href="mailto:erwat2002@yahoo.com">erwat2002@yahoo.com</a>
<b>Area of Specialization:</b>	Bus. Edu, Office & Information Management, HRM, MIS, ICT

<b>Name:</b>	Mrs. K.O. Popoola
<b>Qualifications:</b>	B.Sc., M.Ed
<b>Phone:</b>	08054595570
<b>Email:</b>	kofoworolaolabode@yahoo.com
<b>Area of Specialization:</b>	Office & Information Management

## COURSE DESCRIPTION

This course is an advancement of Business Communication I. It is aimed at improving students' communication methods and teaching them the importance of communication in the business world and how to apply effective communication in their various offices. The course focuses on advanced reading, writing and speaking skills in English. Topics covered include: Review of Business writing principles, business letter writing, summarizing correspondence and techniques of minuting official documents within the organization. Drafting reports, minutes and report writing. Punctuation and mechanics; techniques of spelling. Students will be exposed to the importance of effective communication and various means of business communication..

**COURSE OBJECTIVES:** To provide the students with adequate knowledge needed as a secretary/manager/administrator to communicate effectively in the offices and business world and to perform different tasks required of them in their respective offices. To instil boldness in them

to deal with people in the business world and also, the students should be able to gain good mastery of the English Language and become assets to their organization where they may be employed.

### **COURSE REQUIREMENT/ASSESSMENT**

Continuous Assessment: Attendance, Tests, Assignments = 40%

Examination = 60%

### **LECTURE PLAN**

<b>WEEK</b>	<b>TOPIC</b>
Week 1 – 2	Concept of Business Communication; Communication and importance of communication to Business Organizations, internal and external roles of communication in organizations.
Week 3	The Communication process, business writing principles, Requirements for effective communication; Attaining plainness/simplicity in writing effective communication.
Week 4 – 5	Effective communication skills (listening, speaking, writing non verbal communication skills), barriers to efficient listening; techniques of spelling and common grammatical errors
Week 6	Written communication: Business Correspondence; rules in Communication for composing Business Correspondence
Week 7 – 8	Writing of agenda and minutes of a Meeting; writing of reports, types of reports
Week 9	TUTORIALS
Week 10	TEST
Week 11	Methods of modern communication/technologies and their effective use in Communication
Week 12	Public speaking/Speech presentation, literary appreciation and speaking for effective communication. Practical speech presentation
Week 13	Human Relations in offices and businesses, importance of human relations to organizations
Week 14	REVISION

Week 15	EXAMINATION
---------	-------------

## READING LIST

- Business Communication in Practice by Charles O O. 2004; Sam Iroanusi Publications, Lagos.
- Business Communication and Use of English (with Practical Persuasive Communication Skills) by M B A Sannie, Management & Business Associate(s), Yaba-Lagos, 2000
- Secretarial Duties (10<sup>th</sup> Ed.) by John H. 1996, Pearson Education Limited, Singapore.
- Business Communication by Mary E. 2009, Cengage Learning, U.S.A.

## Section B

### TUTORIAL QUESTIONS

- 1a. Explain why communication is being referred to as the life blood of a business organization.
- b. Explain the internal and external roles of effective business communication in an organization?
- 2a. Define business communication.
- b. State at least ten different purposes of communication? Briefly explain any five of them.
3. Assume that you were the Secretary at a meeting of the Managers of a large bank to discuss the issue of “customer behaviour and bank’s response”. Write the minutes of the meeting.
- 4a. With the aid of a diagram, explain why communication is a two way process of exchanging ideas or information between two human beings.
- b. What is the difference between hearing and listening?
- 5a. What is meant by business correspondence?
- b. Explain the importance of writing a business letter.
- c. Mention three types of a business letter.
- 6a. With the aid of an illustration, explain the two most commonly used layouts of a business letter.
- b. Explain each part of a business letter.
- 7a. How is personal correspondence different from business correspondence?
- b. Describe the inner and outer qualities of a good business letter.
- 8a. As a secretary, explain the duties expected of you before, during and after a meeting.
- b. Explain points that should be followed in writing out minutes of a meeting.

- 9a. Explain what public speaking is.
- b. State at least 10 important points a speaker should pay attention to in order to deliver his/her speech successfully.
- c. Explain what an agenda of a meeting is.
  
- 10a. What is Human Relations?
- b. Give reasons why Human Relations is important in organizations today.
- c. State five human relations skills needed in every organization
  
11. List and explain the Seven C<sup>s</sup> of effective business communication.
  
12. The management of Lead City University has placed a vacancy advert for the post of a Secretary in the Registry Department. Write an application letter for the post and clearly state why you are eligible for the post. Attach necessary documents and forward a copy of your letter to the Human Resource Manager of the institution.

## Section C

### MARKING GUIDE

1a.	Adequate explanation on the importance of communication in business.	-	5
marks			
b.	Explanation of the internal and external roles of effective business communication in an organization	-	10
marks			
2a.	Definition of Business Communication	-	2 <sup>1</sup> / <sub>2</sub>
marks			
b.	Ability to state the ten purposes	-	5
marks			
	Explanation of any five	-	7 <sup>1</sup> / <sub>2</sub>
marks			
3.	Ability to write a well structured minutes of meeting	-	15
marks			
4a.	Full explanation	-	10 <sup>1</sup> / <sub>2</sub>
marks			
	With a diagram	-	1 <sup>1</sup> / <sub>2</sub>
marks			
b.	Ability to differentiate hearing and listening	-	3
marks			
5a.	Ability to explain the meaning of business correspondence	-	2
marks			

b.	Explanation of importance of writing business letter	-	
	10marks		
c.	Ability to mention three letter types	-	3
	marks		
6a.	Thorough explanation of the two commonly used business letter layout	-	4
	marks		
	With an illustration	-	1
	marks		
b.	Explaining the parts of a business letter	-	10
	marks		
7a.	Ability to differentiate personal and business correspondence	-	2
	marks		
b.	Adequate explanation of business letter qualities	-	
	13marks		
8a.	Ability to explain the expected duties of a secretary	-	
	10marks		
b.	Ability to state points to be followed in writing out the minute	-	5
	marks		
9a.	Explanation of public speaking	-	3
	marks		
b.	Ability to state at least ten points	-	10
	marks		
c.	Explanation of an agenda of a meeting.	-	2
	marks		
10a.	Full meaning of what human relation is.	-	2 <sup>1</sup> / <sub>2</sub>
	marks		
b.	Adequate explanation of importance of human relations in organizations	-	10
	marks		
c.	Ability to state five human relations skills	-	2 <sup>1</sup> / <sub>2</sub>
	marks		
11.	Listing the seven C's of effective business communication	-	3 <sup>1</sup> / <sub>2</sub>
	marks		
	Full explanation	-	11 <sup>1</sup> / <sub>2</sub>
	marks		
12.	Preliminaries of letter	-	3
	Body of letter	-	9
	Closing of letter	-	3