

AMITY GLOBAL INSTITUTE

Module Syllabus

Course	Foundation Programme For Higher Education
Module Title	Business Communication
Module Syllabus no. (if any)	
Year offered	2018
Start date	February 2018 / May 2018 /September 2018
End date	October2018 /January2018 /May2018
Syllabus / Content / Learning Outcomes	<p>On successful completion of the module students will be able to:</p> <p>Learning Objectives</p> <p>The objectives of this module are as follows:</p> <ul style="list-style-type: none"> • Understanding of different modes of communication in business • The use of verbal/oral communication skills • Basic written communication skills such writing memos, emails and letters • The use of non-verbal communication skill
No. of teaching hours	<p>Lectures and seminars : 30 hours</p> <p>Student Managed Learning (Tutorials, Group Study, Collobarative Learning, etc) : 45 hours</p> <p>Total: 75 hours</p>
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion
Assessment Methods and Weighting	<p>Written Assessment 1 (1500 Words) – 50%</p> <p>Written Assessment 2 (1500 Words) – 50%</p>
Skills for Maximising Learning Outcomes	Reading and Research
Dates of examinations, major assessments and assignments	<p>Examination Period (not all modules have end-of-semester / year examinations)</p> <p>Indicative:</p> <p>June 2018 & October 2018 / September 2018 & January 2019/ January 2019 & May 2019</p>
Recommended Text	Business Communication for Success, v. 2.0, Scott McLean, Version: 2.0, Shared Versions, Pub Date: January 2016, ISBN: 978-1-4533-7419-1
Additional reference texts (if any)	Business Communication Today by Courtland L. Bovee, John V. Thill, Barbara E. Schatzman, Hardcover: 730 pages, Publisher: Prentice Hall
Additional Remarks (if any)	

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.

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Lesson No.	Learning Outcome
1	Basic written communication skills
2	Developing good communication skills
3	Verbal communication skill & its features
4	Writing memos, notices, agenda, minutes
5	Emails, blogs and different types of letters
6	Verbal and non- verbal presentation
7	Non-verbal communication skill & its features
8	Importance and types of non-verbal communication skill

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