

SYLLABUS

1. COURSE INFORMATION

1.1 Course title: **BUSINESS COMMUNICATION** Course code: BADM2311

1.2 Provided by: School of Advanced Study

1.3 Credits: 03

Self-study hours: 90 hours

2. COURSE OVERVIEW

Communication is one of the most important skills in life. In business, communication plays an integral role in achieving the goals that the business and the communicators themselves expect.

3. TEACHING OBJECTIVES

3.1. General objectives

“Business Communication” course helps students gain the knowledge and communication skills in business transaction scenarios.

3.2. Specific objectives:

3.2.1. Knowledge

- Students are equipped with the basic knowledge of communication, especially communication in business.
- Students are properly aware of the importance of communication in business.

3.2.2. Skills

- Practice speaking, writing skills, listening skills, presentation skills, and interview skills.
- Ability to effectively apply knowledge and skills in communication in life, study, and business.

3.2.3. Attitudes

- Self-assess the strengths and limitations in communication.
- Have a positive attitude in communication to achieve better performance.

4. TEACHING CONTENTS

No	Chapter	Details	Hours				Text book for self-study
			TT	T	E	P	
1.	Chapter 1	Introduction Effective Communication Skills - The importance of Communication (p.10) - Communicative Skills (p.11)	4	4			[1], [2]
2.	Chapter 1 (Cont.)	Communication process (p.11) - Source/ message encoding / channel (p.14) - Decoding/ receiver/ feedback/ context (15-17)	4	4			[1], [2]
3.	Chapter 2	Perspectives in Communication - Introduction/ visual perception/ language (18) - Factors affecting our perspectives (p.20) - Past experiences (p.21) - Prejudices (p.22) Feelings/ environment (p.23-24)	4	4			[1]
4.	Chapter 3	Elements of Communication - Introduction (p.25) - Face to face communication/ tone of voice/ body language (p.26) - Verbal communication (p.29) - Physical communication (p.30)	4	4			[1], [2]
5.	Chapter 4	Communication Styles - Introduction (p.31) - Communication styles matrix (p.32) - Spirited communication styles (p.34)	4	4			[1]
6.	Chapter 4 (Cont.)	Communication Styles (Cont.) - Systematic communication style (p.38) - Considerate communication style (p.39) - Examples of communication for each style (p.41) - Direct style/ spirited style/ systematic style/ considerate style (p.42-45)	4	4			[1]
7.	Chapter 5	Basic Listening Skills	4	4			

No	Chapter	Details	Hours				Text book for self-study
			TT	T	E	P	
		- Introduction (46) Self-awareness/ active listening/ becoming an active listener/ listening in difficult situations (p.46-51)					[1], [2]
8.	Chapter 6	Effective Written Communication - Introduction/ written communication/ complexity of the topic/ amount of discussion required/ shades of meaning/ formal communication (p.52-54) writing effectively (p.54)	4	4			[1], [2]
9.	Chapter 6 (Cont.)	Effective Written Communication (Cont.) - subjects lines (p.55) - put the main point first/ know your audience/ organization of the message (p.56-59)	4	4			[1], [2]
10.	Presentation		4,5	4,5			
11.	REVIEW		4,5	4,5			
	TOTAL		45	45			

Note: TT: Total number of lessons; T: Theory; E: Exercises; P: Practices

5. TEACHING MATERIALS

5.1. Testbooks

[1] Effective Communication Skills – MTD TRAINING

5.2. Supplementary Readings

[2] Thái Trí Dũng (2012), *Kỹ năng giao tiếp và thương lượng trong kinh doanh*, NXB Lao động – xã hội

6. ASSESSMENTS

No.	Assessment details	Percentage
1	Mid-Term Exam	50%
2	Final Exam	50%
	Total	100%

7. TEACHING SCHEDULES

Week	Topic	Learning materials and activities
1	Introduction Effective Communication Skills	Read Chapter 1, Page 10
2	Effective Communication Skills (Cont.)	Read Chapter 1, Page 14
3	Perspectives in Communication	Read Chapter 2, Page 18
4	Elements of Communication	Read Chapter 3, Page 25
5	Communication Styles	Read Chapter 4, Page 31
6	Communication Styles (Cont.)	Read Chapter 4, Page 38
7	Basic Listening Skills	Read Chapter 5, Page 46
8	Effective Written Communication	Read Chapter 6, Page 52 Mid-term test
9	Effective Written Communication (Cont.)	Read Chapter 6, Page 55
10	Presentation	
11	Review	

**BY ORDER OF THE RECTOR
AUTHORIZED BY DEAN OF THE SCHOOL
VICE DEAN OF THE SCHOOL**

(signed)

VÂN THỊ HỒNG LOAN