



# SYLLABUS

## COMMUNICATION

### PURPOSE

Poor communication is often the cause of an organisation losing business and preventing it from being truly successful. Good communication skills are definitely essential for every employee of an organisation. Business Communication is an essential course for all business management learners, as it will assist them in achieving effective communication at all levels within and beyond an organization.

### OBJECTIVE

To develop an understanding of the communication function so that the skills acquired can be transferred to assist with analysis of topics in other courses.

### RECOMMENDED TEXTBOOKS

1. Effective Communication in Organisations: by Michael Fielding (Latest Edition)

### Supplementary reading

1. Communication Dynamics, by R.Frost, H.Vos & M.Dreyer; (Latest Edition); Lexicon Publishers. 1993
2. Business Communication, by Peter Little; (Latest Edition); Longman.

### Additional reading

1. Magazines
2. Newspapers
3. Business magazines

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### SECTION ONE: COMMUNICATION THEORY IN ORGANISATIONS (40%)

Learners will also be expected to understand, identify and discuss the following concepts:

#### 1.1 Definition of communication

- ❖ What it is ?
- ❖ Why it is necessary?
- ❖ Types of communication.

#### 1.2 Non-verbal communication

- ❖ Body language/kinesics.
- ❖ Paralanguage.
- ❖ Facial expressions.
- ❖ Proxemics.
- ❖ Territoriality.
- ❖ Clothing.
- ❖ Environment.
- ❖ Seating.
- ❖ Time.

#### 1.3 Organisational communication

- ❖ Functions for communication in organisations.
- ❖ Communication models in organisations.
- ❖ Levels of communication in organisations.

- ❖ Flow of messages in an organisation.
- ❖ Definition of Culture.
- ❖ Culture in organisations.
- ❖ Intercultural communication in organisations.

#### **1.4 Communication Barriers**

- ❖ Major barriers.
- ❖ Implications for communication.
- ❖ Overloading of information.
- ❖ Underloading of messages.
- ❖ Solutions to problems of overloading and underloading.

#### **1.5 Interpersonal Communication**

- ❖ The importance of effective interpersonal communication in organisations.
- ❖ Intrapersonal communication.
- ❖ interpersonal communication.

#### **1.6 Case Studies**

- ❖ Definition of a case study.
- ❖ Approaching a case study.

### **SECTION 2: WRITTEN COMMUNICATION (30%)**

Learners need to understand text and apply appropriate communication principles as well as style, tone and choice of language to writing of business correspondence. Learners need to read widely and have knowledge of topical issues.

- 2.1 Essay writing (learners expected to write argumentative articles on topical issues)
- 2.2 Memoranda
- 2.3 Notice of meetings
- 2.4 Agenda
- 2.5 Minutes of a meeting
- 2.6 Reports
- 2.7 Different types of business letters
  - ❖ Letters of application
  - ❖ Letters to the press
  - ❖ Letters of demand
  - ❖ Formal invitations
  - ❖ Responses to replies
  - ❖ Letters of application
  - ❖ Letters of resignation
- 1.1 Instructions
- 1.2 Press Releases
- 1.3 Telegrams and telex
- 1.4 E-mail and its effect on communication in organisations
- 1.5 Effect of the personal computer and the Internet on communication

### **SECTION 3: GROUP COMMUNICATION (10%)**

Learners to understand the dynamic of groups and the procedures involved within an organisation

- 3.1 Aspects of meetings
- 3.2 Roles of members in a group meeting
- 3.3 Understanding and demonstrating roles
- 3.4 Leadership in groups
- 3.5 Ineffective groups

3.6 Conflict in-groups

**SECTION 4: ORAL COMMUNICATION (10%)**

Learners are expected to know the formats for talks and oral presentations and able to demonstrate these in a written format.

- 4.1 Purpose of oral communication
- 4.2 Audience
- 4.3 Format for a talk
- 4.4 Format for a report
- 4.5 Audio-visual aids
- 4.6 Instructions
- 4.7 Telephone communications
- 4.8 Announcements
- 4.9 Formal requests

**SECTION 5: GRAPHIC COMMUNICATION (5%)**

Learners need to understand the different graphic communication techniques available.

**SECTION 6: MASS MEDIA AND ADVERTISING (5%)**

Learners need to have an understanding of the elements of advertising. A comprehensive demonstration of following topics is required:

- 6.1 Importance of advertising
- 6.2 AIDA formula
- 6.3 Techniques used in advertising
- 6.4 Different types of media categories
- 6.5 Writing an advertisement
- 6.6 Writing a press release

**EXAMINATION**

**Structure of the examination**

- ❖ Closed book examination
- ❖ Five questions must be answered:
  - two questions compulsory
  - a choice in three of the questions

**Types of questions to be asked**

- ❖ Usually one case study (learners to understand theory and apply concepts) – 40%
- ❖ Two to three of the questions require learners to demonstrate writing skills – 50%
- ❖ Learners to have understanding of mass media and demonstrate design of advertisement – 10%

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