

Academic planner

[Business](#), [Company](#)



Academic Planner JTW 106E/4 JTW 105E/2 BUSINESS COMMUNICATION

Academic Session 2012/2013 Video Conference | Session | Date | Time | 1 | |

| 2 | | | 3 | | | 4 | | | 5 | | | 6 | | | 7 | | | [Students need to fill the date and time

of video conference session. Please refer to the video conference time-table

for Academic Session 2012/2013 provided.] JTW 106E/4 / JTW 105E/2 —

BUSINESS COMMUNICATION PENGURUS KURSUS : PUAN JAINAMBU BINTI M.

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Communication is one of the most important elements in business. The

content of this course has been carefully selected to fulfill the need of an

effective business communicator. It provides you with an opportunity to

explore a wide range of communication skills. It helps you to learn effective

strategies for many types of communication challenges you will face at your

dynamic workplace. The underlying structure of this course includes the

fundamentals in business communication, various methods and techniques

in writing, mechanics to evaluate and process information, concepts to follow

and practice, practice and practice. This course enables you to gain valuable

insights into ethics, etiquette, listening, teamwork and nonverbal

communication. COURSE OBJECTIVES By the end of this course, you should

be able to: * Communicate effectively with less time and effort. * Enhance

self credibility in job search and stand out from the competition. * Tackle

each project and challenges faced at workplace effectively and shine in your

future career. METHODS OF CONDUCTING COURSE Similar to other courses

of distance learning, this course is conducted through 7 video conference

and seminars. Your attendance in every session of video conference and

seminars are compulsory. MAIN TEXT BOOK Bovier, L. Courtland; Thill, V.

John (2012). Business Communication Today, 11th ed, Pearson Education —
 Prentice Hall COURSE SCHEDULE ----- Lecture

Part Content -----

----- VC 1 1 An Overview

----- Foundations of Business Communication

----- VC 2

2 Three- Steps Writing Process -----

----- VC 3 3 Crafting Brief Messages

----- VC 4

3 Persuasive Messages -----

----- IL 1 3 Writing Routine Positive Messages

----- Writing Negative Messages

----- IL 2 4

Supporting Messages with Quality -----

Information -----

----- VC 5 5 Planning, Writing, and Completing

Reports ----- and Proposals

----- VC 6

6 Designing and Delivering Oral and Online

----- Presentations

----- VC 7

7 Writing Employment Messages and -----

Interviewing for Jobs -----

----- Examination chapter 2, 9, 11, 14, 15

Final examination VC: Video Conference IL: Intensive Lecture (IL 1+ IL 2 = 2

hours lecture) COURSE EVALUATION Assignment : 20% Continuous assessment : 20% Final Examination : 60% Assignment (20%) Assignment due date : 22 December 2012. Read the excerpt (an extraction) of a case study below and carefully prepare your group assignment. Starbucks Corporation: Can Customers Breastfeed in a Coffee Shop?????? Alienating (become unfriendly) Customers: The decision to implement a policy supporting breastfeeding in Starbucks cafes will be extremely difficult because of conflicting views held by different customer segments. Some customers would prefer to enjoy their coffee without the view of a breastfeeding mother while other customers and mothers support the right to breastfeed in public. Starbucks must consider solutions that will satisfy both groups, or determine which party is more essential to the success of the business Stakeholder Groups: Starbucks' Managers and Employees: These stakeholders want to see Starbucks succeed and do not want the brand image to be damaged. This crisis has the potential to diminish the company's customer base and create policy changes and conflicts within the states that may affect day to day managerial responsibilities. Interestingly, union agitation may be a part of the issue in the Starbucks breastfeeding case..... You are the CEO of Starbuck Corporation; solicit the best way possible to resolve the communication crisis between customers and Starbuck stakeholders on 'breastfeeding in a coffee shop' issue. (i) The assignment should not exceed 2 pages in content excluding all other attachments. (double spacing, Times New Roman, font size — 12 to be strictly adhered to). (ii) Group: 5-7 members in each group. Continuous Assessment (20%) Continuous assessment will be conducted during the intensive week. The

test will be conducted during the last session of the intensive week. Final examination (60%) Date and time for the final exam will be announced by the School of Distance Education. Please refer to the website. Selected 5 chapters for the finals are; 2, 9, 11, 14, 15 INTENSIVE COURSE Intensive lecture seminars will be held from 21 January 2013 until 7 February 2013. JTW106E/105E[PA+T]2012/13 9. 8. 2012-JMDMS/sari