

MAASAI MARA UNIVERSITY
SCHOOL OF BUSINESS AND ECONOMICS
CERTIFICATE IN BUSINESS COMMUNICATION
FIRST YEAR FIRST SEMESTER
COURSE OUTLINE

INSTRUCTOR: MARY NYABOGA

COURSE CODE: CBM 03

COURS TITLE: BUSINESS COMMUNICATION

1. PURPOSE

To enable learners to acquire knowledge on information and communication skills applied in the business workplace; by identifying different channels and tools of communication and from diverse levels of interaction in organizations.

2. COURSE OBJECTIVES

- a) To identify the type of information communicated, channels and tools used for different information.
- b) To establish the stages of communication process.
- c) To establish the barriers of effective communication during business in the work place.

3. COURSE CONTENT

1.0 Definition of Communication and Information

- a) Theory and communication stages

2.0. Channels of Communication

- a) Vertical
- b) Horizontal
- c) Diagonal

3.0. In procurement Department

- a) Inquiry quotations in catalogues
- b) Orders and execution of orders, catalogues sent by supplier, committee analyses them to select the best bidders to tenders offered. (Written Document)

4.0. CAT 1.

5.0. Business report Writing, presentation and interpretation.

- a) Notices, meetings & minutes, discussions reports on seminars by departmental head.
- b) Personal communication, employee to manager/ supervisor discussions or written Reports.

6.0. Communication tools

- a) Inquiry/ orders, quotations, catalogues
- b) Official letters, memos, circulars on changes, procedures etc
- c) Telephones/Mobile phones
- d) Short messages (SMS)
- e) Emails

7.0. Types of communication

- a) Written, formal and informal, sign, body language, oral and visual communication.

8.0. CAT 2.

9.0. Application letters and Curriculum Vitae (written): Procedures, Employment letters

10.0. Interviews

- a) Oral procedure with a written employment letter.

11.0. Effects of information technology (IT) to effective communication

- a) Barriers to effective communication.

12.0- 13.0. END SEMESTER EXAMINATIONS.

4. METHODOLOGY

Lectures, Written assignments, demonstrations, group discussions and presentations

5. COURSE ASSESSMENT

2 CATs	30%
END SEMESTER EXAMINATIONS	70%
TOTAL	100%

6. REFERENCES