

# **BUS124 - Business Communication (2 Units)**

**Department of Business Management**

**Covenant University**

# **1. BUS124**

## **1.1. BUS124 - Business Communication (2 Units)**

Communication in the workplace, the role of communication in business; main forms of communication, variety in communication activity by business. Adaptation and selection of words, basic needs for adaptation. Construction of clear sentences, writing for effect, business etiquette and the need for effect. Accent for positive language. Directness, the process of writing, routine inquiries, Indirectness, situations in indirectness, Indirectness in persuasion/sales messages. Pattern variation in memorandum and emails. Strategies in the job search process. The basics of report writing: report structure, graphics; informal oral communication, public speaking and oral reporting, technology-enabled communication. Techniques of cross-cultural communication, correctness of communication, businesses research methods.