



Code	Subject Title	Cr. Hrs	Semester
ENG-221	English-III (Business Communication-I)	3	III
Year	Discipline		
2	Business Administration, Commerce		

### Introduction to Business Communication

#### Recommended Reading:

Murphy, Herta A. *Effective Business Communication*. 7<sup>th</sup> Ed. New Delhi: Tata McGraw-Hill Publishing Company Limited, 2009.

Chapter 1: Effective Communication in Business.

Chapter 2: The Seven C's of Effective Communication.

### Designing Business Messages

#### Recommended Reading:

Murphy, Herta A. *Effective Business Communication*. 7<sup>th</sup> Ed. New Delhi: Tata McGraw-Hill Publishing Company Limited, 2009.

- Chapter 6: The Process of Preparing Effective Business Messages.
- Chapter 7: The Appearance and Design of Business Messages.
- Chapter 8: Good News and Neutral Messages.
- Chapter 9: Bad News Messages.
- Chapter 10: Persuasive Written Messages.

### Strategies for Oral Communication

#### Recommended Reading:

Murphy, Herta A. *Effective Business Communication*. 7<sup>th</sup> Ed. New Delhi: Tata McGraw-Hill Publishing Company Limited, 2009.

- Chapter 14: Strategies for Successful Speaking and Successful Listening
- Appendix A: Visual Aids in Business Communication
- Chapter 15: Strategies for Successful Informative and Persuasive Speaking
- Chapter 16: Strategies for Successful Interpersonal Communication

### Vocabulary Building Skills

WORD ROOT METHOD Unit 7-11. Page No. 103-116

#### Recommended Reading:

Idrees, Muhammad. *Guide for GAT General Test. Smart Brain GRE (General, Local)*. 2010-2011 ed. Lahore: Dogar Brother Publishers, 2010.