

## **Business Communication (IDB)**

### **Mapping of Learning Outcomes to the Required Textbook**

The following table details the mapping of the learning outcomes to the contents of the required textbook and should be used as an integral part of the learning process throughout the academic year.

This table relates to:

Bovée C. L. & Thill J. V. (2005) *Business Communication Today* **9<sup>th</sup> Edition**.  
Prentice Hall

**This book is provided in electronic format by NCC Education and is available on the NCC Education Campus**

<b>LO</b>	<b>Chapter</b>	<b>Main Topics Covered/Page Reference</b>
LO 1	Chapter 1: Achieving success through effective business communication	Communicating in organisational settings (pages 4-15) Use of technology to improve business communication (pages 18-24) Ethical communication choices (pages 24-27)
LO 2	Chapter 11: Finding, evaluating and processing information	Planning research (pages 332-335) Locating data: evaluating sources of information; secondary research - using a library, online research; documenting sources (pages 335-345) Primary research: conducting information surveys and interviews (pages 345-349) Processing data: quoting and paraphrasing; analysing; summarising; drawing conclusions and making recommendations (pages 350-354)
LO 3	Chapter 4: Planning business messages	Three-step writing process (pages 90-91) Purpose and audience profile (pages 92-94) Selecting the right medium (pages 98-102)
	Chapter 5: Writing business messages	Using technology to compose and shape the message: effective email messages; using word processing tools to shape documents (pages 141-143)
	Chapter 6: Completing business messages	Using technology to revise your message (pages 161-169)
	Chapter 8: Writing routine and positive messages	Making routine requests (pages 215-221) Routine replies and positive messages (pages 221-229)
	Chapter 9: Writing negative messages	Common examples of negative messages (pages 265-277)
	Chapter 10: Writing persuasive messages	Persuasive business messages (pages 299-304) Examples of persuasive business messages (pages 304-307)
	Appendix A: Format and layout of business documents	Format and layout of: letters, pages (A2-A16) memos, pages (A16-A17) email, pages (A17-A19)

	Chapter 13: Planning reports and proposals	Informational reports: purpose; major categories; examples (pages 402-407) Analytical reports: purpose; major categories; organisational strategies; example (pages 407-413) Proposals: general categories; example (pages 413-417)
	Chapter 14: Writing reports and proposals	Composing reports: introduction, body and conclusion (pages 428-434) Composing proposals: introduction, body and close (pages 434-437) Helping readers find their way [around a report] (pages 439-442)
	Chapter 15: Completing reports and proposals	Components of a formal report (pages 455-476) Components of a formal proposal (pages 476-479)
	Appendix A: Format and layout of business documents	Format and layout of reports (pages A19-A20)
	Appendix B	Documentation of report sources (pages A21-A26)
LO 4	Chapter 18: Building careers and writing résumés	Securing employment in today's job market (pages 550-555) Preparing résumés (pages 556-573)
	Chapter 19: Applying and interviewing for employment	Preparing employment messages: application letters, job inquiry letters (pages 582-588) Understanding, preparing for and performing in job interviews (pages 588-603) Interview follow-up messages and procedures (pages 603-607)
LO 5	Chapter 2: Communication in teams and mastering listening and non-verbal communication	Advantages and disadvantages of teams and team communication (pages 36-37) Group dynamics (pages 40-46) Preparing for, participating in, and leading meetings (pages 46-48) Using meeting technologies (pages 48-50) Listening skills and non-verbal communication skills (pages 51-56)
	Chapter 3: Communicating in a world of diversity	Understanding opportunities and challenges of intercultural communications (pages 64-66) Intercultural sensitivity: Culture as a concept; overcoming ethnocentrism and stereotyping; recognising cultural variations (pages 66-74) Improving intercultural communication skills (pages 74-82)
LO 6	Chapter 16: Creating and delivering oral and online presentations	Planning presentations: defining a purpose; audience profile; organising material (pages 498-506) Writing presentations: adapting to the audience; composing the presentation (pages 506-511) Completing presentations: the art of delivery; overcoming anxiety; handling questions (pages 511-517)
	Chapter 17: Enhancing presentations with slides and transparencies	Planning effective visuals (pages 524-527) Creating effective slides: readability; graphics and design elements; special effects (pages 527-540) Creating effective handouts (page 540)
	Chapter 11: Designing visual communication	Selecting the right visuals to present data: tables, charts, diagrams, flow-charts (pages 370-371) Presenting data (pages 371-378)