

**Department of Mechanical and Production Engineering
Ahsanullah University of Science and Technology (AUST)**

**IPE 4208: Business Communication Seminar
Credit Hour: 1.5**

General Guidelines:

1. Students will not be allowed to remain present in the class without formal attire
2. Students have to speak in English in the class
3. Students must submit their assignment weekly
4. A Mock Interview will be taken at the end of the semester

Learning Objective:

This course is designed for the students of Engineering and Technology who need English for specific purposes in specific situations. It aims at imparting the communication skills that are needed in their academic and professional pursuits. This is achieved through an amalgamation of traditional lecture-oriented approach of teaching with the task based skill oriented methodology of learning.

Marks distribution

Total Marks			
Class Performance	Assignment	Presentation	Mock Interview
10	30	30	30

Contents

➤ Introduction (1st class)

Assignment

- Introducing thyself
- Where do you want to see yourself after 10 years

➤ Complaint and Adjustment letter (2nd class)

➤ How to write a report (3rd class)

➤ Preparing an effective presentation(4th class)

➤ Presentation on random topic (5th class)

➤ Writing an effective resume(6th class)

➤ Preparing a Tender(7th class)

➤ LC opening (8th class)

➤ Business Plan (9th class)

➤ Business plan presentation & report submission (11th class)

➤ Mock interview (12th class)

Introduction

Students will get to know the learning objective of this course and they will be given some crucial tips to increase their fluency while speaking in English. Each student will get 2 minutes to say something about them to get accustomed to the environment. They will get an idea about how to introduce them in a positive manner to leave a longer lasting impression. On the very next day, they have to submit an assignment on where they want to see them after 10 years within 150 words.

Writing a complaint and adjustment letter

This section covers two closely related types of business letters: *complaint letters*, which request compensation for problems with purchases or services, and *adjustment letters*, which are the responses to complaint letters. A complaint letter requests some sort of compensation for defective or damaged merchandise or for inadequate or delayed services. While many complaints can be made in person, some circumstances require formal business letters. The complaint may be so complex that a phone call may not effectively resolve the problem; or the writer may prefer the permanence, formality, and seriousness of a business letter. The essential rule in writing a complaint letter is to maintain your poise and diplomacy, no matter how justified your gripe is. Avoid making the recipient an adversary. Replies to complaint letters, often called letters of "adjustment," must be handled carefully when the requested compensation cannot be granted. Refusal of compensation tests your diplomacy and tact as a writer.

Report Writing

Students will get a detail demonstration of how to write a formal report on this topic, they have to prepare a business plan on basis of these learning following the steps of a formal report writing

Preparing an effective presentation

The key to effective presentations lies in careful preparation. You need to know about your audience and their expectations; you need to identify your own objectives (do you intend to inform or persuade your audience?); you need to sequence your information in a logical way and you need to know the best ways to create and keep the audience's interest. You should also have your audio-visual aids ready and in the right sequence and should check that the equipment is in working order. After this demonstration of how to deliver an effective presentation, students will be

assigned to prepare a presentation. Students have to give a formal presentation on that particular within a week

Effective Resume Writing

A resume, or résumé, is a concise document typically not longer than one or two pages as the intended the reader will not dwell on your document for very long. The goal of a resume is to make an individual stand out from the competition. This is essential for any type of job position. The objective of this section is to introduce students with effective resume writing which will help them to prepare their own resume in their near future career.

In this session, students will be taught detail about resume/ cv writing, different types of formats, different sections of an effective resume and so on.

After the session, the student will be given an assignment to prepare their own resume along with cover letter for a real job circular.

Preparing a Tender

The ability to write a successful tender is, arguably, your most important business skill. It is worth investing the time and energy in learning how to do it properly. It is a skill that you will draw on for all of your working life. But also, your company or your job may depend on your ability to write winning tenders; such is the direction that business is taking. More and more, people and businesses are demanding a fair and transparent means of appointing suppliers. Putting work out to competitive tender is the only way to guarantee fairness and transparency. Here, Students will learn the steps of writing a successful tender

LC opening

Letters of credit are a payment mechanism, particularly used in international trade. The Seller gets paid, not after the Buyer has inspected the goods and approved them, but when the Seller presents certain documents (typically a bill of lading evidencing shipment of the goods, an insurance policy for the goods, commercial invoice, etc.) to his bank. The bank does not verify that the documents presented are true, but only whether they “on their face” appear to be consistent with each other and comply with the terms of the credit. After examination the bank will pay the Seller (or in LC terms the beneficiary of the letter of credit). In this section, students will learn various stage of opening LC.

Business Plan Presentation & Report Submission

A “Business Plan” is a written document describing the nature of the business, the sales and marketing strategy, and the financial background, and containing a projected profit and loss statement. It is a “Selling Document” that conveys the excitement and promise of a business to any potential backers and stakeholders.

The objective of this session is to introduce students about how to write a business plan, what are the major components of it such as - marketing strategy, financial strategy, operational plan, organizational management and so on. In this section, students are given a detail lecture on business plan, its definition, types of business plan, major contents of a plan etc.

At the end of the brief session, students have to submit a detail business plan on a particular assigned topic with a report and formal presentation under a fixed budget limit.

Interview tips and tricks

In this portion, students will develop an in depth idea about approaching a job interview. Pros and cons of cracking an interview will be the prime concern in this segment. By following some easy steps, one can increase the chances of success at interviews. First, remember that job interviews should be a process of two-way communication. Not only are they a tool for employers to use to evaluate a person, but they are also an opportunity for aspirant to assess the job, the organization, and to see if there is a "fit." The keys to a successful interview are preparation and practice. **Self-evaluation** is most important for you to think about yourself and your past experiences in order to be ready to articulate what you have to offer an employer. Some most frequently asked interview questions and their tricky answers will also be discussed. In the very next class a mock interview will be conducted to give students a complete overview of nailing a job interview.