**Daffodil International University**

**Faculty of Business and Entrepreneurship**

**Real Estate Business Communication**

**Part A**

1. Course Code: BUS-101

2. Course Title:Real Estate Business Communication

3. Course Type:  Core Course

4. Year/Level/Semester/Term: 2nd year 1st Semester

    5. Academic Session: Fall 2023

    6. Course Teacher: Samia Shanjabin

    7. Prerequisite: None

    8. Credit Value: 3

    9. Contact Hours: 2 hours 30 minutes per week

   10. Total Marks: 100

   11. Rationale of the Course:

This course is designed to give learners a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside-the-firm environment, as well as an effective internal communications program. This course also develops an awareness of the importance of succinct written expression to modern business communication.

   12. Course Objectives:

Upon completion of this course, **students will able to**:

* Demonstrate the use of basic and advanced proper writing techniques that today's technology demands, including anticipating audience reaction,
* Write effective and concise letters and memos,
* Prepare informal and formal reports,
* Complete an accurate, complete Curriculum Vitae and cover letter,
* Conduct excellent interviews and complete follow-up employment correspondence,
* Use career skills that are needed to succeed, such as using ethical tools, working collaboratively, observing business etiquette, and resolving workplace conflicts,
* Plan successfully for and participate in meetings and conduct proper techniques in telephone usage.

  13. Course Learning Outcomes (CLOs) and Mapping of CLOs with Program Learning

        Outcomes (PLOs)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Learning Outcome**  **(CLO)** | **PLO1** | **PLO2** | **PLO3** | **PLO4** | **PLO5** | **PLO6** | **PLO7** |
| **1.** Demonstrate the use of basic and advanced proper writing techniques that today's technology demands, including anticipating audience reaction and adding value in the real estate industry **(CLO 1)** | **X** |  |  | **X** |  |  |  |
| **2.** Write effective and concise letters and memos **(CLO 2)** | **X** |  | **X** |  | **X** |  |  |
| **3.** Prepare informal and formal reports **(CLO 3)** | **X** |  |  |  | **X** |  |  |
| **4.** Complete an accurate, complete Curriculum Vitae and cover letter.  **(CLO 4)** | **X** |  | **X** |  | **X** |  |  |
| **5.** Conduct excellent interviews and complete follow-up employment correspondence. **(CLO 5)** |  |  | **X** | **X** | **X** |  |  |
| 6. Use career skills that are needed to succeed, such as using ethical tools, working collaboratively, observing business etiquette, and resolving workplace conflicts,  **(CLO 6)** | **X** |  |  | **X** |  |  | **X** |
| 7. Plan successfully for and participate in meetings and conduct proper techniques in telephone usage,  **(CLO 7)** | **X** |  | **X** | **X** | **X** |  |  |

**Part B**

14. Course plan specifying content, CLOs, co-curricular activities (if any), teaching learning and assessment strategy mapped with CLOs

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Week | Topic | Teaching-Learning Strategy | Assessment Strategy | Corresponding  CLOs |
| Week   1 and  2 | Understanding Workplace Communication, Types of business communication, The Role of Communication in Business, Factors related to workplace communication, and the role of effective communication in the real estate industry | Lecture, Discussion, Problem-based Exercise | Assignment, Quiz, Question & Answer | CLO 1 |
| Week  3 and 4 | The Process of Human Communication, Barriers to Communication, Ethical Communication, and Importance of business communication in the real estate industry | Lecture, Discussion, Problem-based Exercise | Assignment, Quiz, Question & Answer | CLO 1 |
| Week  5 and 6 | Adapting your words to your readers, Choosing Words that Communicate, The Basic Need for Adaptation | Lecture, Discussion, Problem based Exercise | Assignment, Quiz, Question & Answer | CLO 3 |
| Week  7 | Suggestions for Selecting words | Lecture, Discussion, Problem based Exercise | Assignment, Quiz, Question & Answer | CLO 4 |
| Week  8 and 9 | Construction of Clear Sentences and Paragraphs  Writing Sentences and Paragraphs that Communicate | Lecture, Discussion, Problem-based Exercise | Presentation, Question & Answer | CLO 1 |
| Week  10 and 11 | Writing for a Positive Effect, Conversational Style, You-Viewpoint, Positive Language, Courtesy, The Role of Emphasis, Coherence | Lecture, Discussion, Problem-based Exercise | Presentation, Question & Answer | CLO 6 |
| Week  12 | MID-TERM EXAMINATION | | | |
| Week  13 and 14 | Choosing the best process and form Traditional Letters, Memorandums, and E-mails, The process of Writing | Lecture, Discussion, Problem based Exercise | Quiz, Question & Answer | CLO 4,5, 6 |
| Week  15, 16 and 17 | Getting to the point in good news and neutral messages  Adaptation to Inquiries about People, Adaptation to General Favorable Responses, Adaptation to Adjustment Grants, Adaptation Grants, Adaptation to Claims | Lecture, Discussion, Problem based Exercise | Quiz, Question & Answer | CLO 6 |
| Week  19 and 20 | Maintaining Goodwill in Bad News Messages  Strategies in Writing Bad-News, Refused Requests, Adjustment Refusals, Credit Refusals  Conducting a winning job campaign  The Job Search, Career Planning and Development, Writing Cover Letter and Curriculum Vitae, Keys to Getting Good Jobs  Oral forms of business communication  Conducting and Participating in Meetings, Using the Telephone, The Role of Non-Verbal Communication, Developing Listening Skills | Lecture, Discussion, Problem based Exercise | Question & Answer | CLO 7 |
|  | FINAL EXAMINATION | | | |

**Part C**

15. Assessment and Evaluation

     1) Assessment Strategy:

1. **Quizzes:**

Altogether 3 quizzes may be taken during the semester, 2 quizzes will be taken before the mid-term examination and 1 quiz will be taken before the final examination. The average of all of the quizzes will be considered. No make-up quizzes will be taken. Students are strongly recommended not to miss any quizzes.

1. **Assignment:**

The topic will be given as an assignment during the class which each student has to prepare at home and will submit on or before the due date. No late submission of assignments will be accepted.

1. **Presentation:**

The students will have to form a group of maximum 4 members. The topic will be given during the class which they have to prepare at home and will have to present in groups on the due date.

**Marks Distribution:**

Grades will be calculated as per the university grading structure and individual students will be evaluated based on the following criteria with respective weights:

|  |  |
| --- | --- |
| Class attendance | 7% |
| 3 Quizzes | 15% |
| Assignment | 5% |
| Presentation | 8% |
| Mid-term Examination | 25% |
| Final Examination | 40% |
| **Total** | **100%** |

**Make-up Procedures:**

No make-up quizzes will be taken. Students are strongly recommended not to miss any quizzes. In the case of mid-term examination and final examination, improvement examination may be taken based on the application through proper channels with supporting documents.

**Part D**

**16. Learning Materials**

**Text Book:**

1. Business Communication: Connecting in a Digital World, by Lesikar, Flatley, Rentz&Pande. (latest edition)
2. Business Communication Today, Bovee, Thill Schatzman, Seventh edition.

**Reference book:**

1. Business Communication. Author: Bedi, R/ Aruna, K.
2. Communication at Work: Principles and Practices for Business and the Professions, Ronald B. Adler and Jeanne Maquardt Elmhors