

Professional Communication Skills (SS 2321)

Credit Hours: 4

Pre-Req: None

Instructor Name: Aamna Khalid

Schedule: Monday to Friday (02:00 PM – 04:50 PM)

This course will provide you with practice in occupational reading, speaking & writing, and thus provide you with opportunities to refine your communication skills. It is designed to give students 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. Lahore University of Management Sciences Through engagement in a wide range of activities and tasks, participants will practice to express themselves clearly, effectively and convincingly to appropriate audiences in different business and workplace settings using various types of business communication media. Some of the core professional contexts that will be delved into deal with advocacy, negotiation, crisis communication, stressful conversations, conflict resolution, and other difficult decision-making scenarios