

Course title: Business communications				
Course code: PPM 101	No. of credits: 3	L-T-P distribution:	Learning hours: 42	
Pre-requisite course code and title (if any):				
Department: Department of Business & Sustainability				
Course coordinator(s): Dr. Vinay Sharma		Course instructor(s): Dr. Vinay Sharma		
Contact details: vinaysharma111@yahoo.co.in				
Course type: Core		Course offered in: MBA BS, First Semester		
Course description The objective of this course is to prepare students to communicate effectively in a trans-national, globalized business environment. The course introduces students to the basic formats and principles of business communications. It covers communication structures briefly and introduces students to the ever more important area of cross-cultural communication. The course is designed to impart a basic understanding of written business communication, including letters, reports, presentations and email.				
Course objectives The course is <i>not</i> intended to teach the basics of the English language and assumes that students will have a good understanding of the English language The course will be delivered in 14 modules interspersed with class-room quizzes, case studies and home exercises				
Course contents				
Module	Topic	L	T	P
1	Module 1: Business Communication principles (a) The Communication Mode (b) The elements of good written communication, including spelling check and grammar (c) Purpose, audience, organization, tone and their role in communication.	3	0	0
2	Module 2: Order of Content (a) “pyramid” organisation of material (b) Clarity and Conciseness (c) Action Statements	3	0	0
3	Module 3: Introduction to Managerial Communication; Communication Models (a) Leadership communication (b) Emotional intelligence and cultural literacy (c) Cross-cultural skills	3	0	0
4	Module 4: Interpersonal Communication; Body Language; Persuasion (a) Interpersonal skills	3	0	0

	(b) Positive ethos			
5	Module 5: Organizational Managerial Communication (a) Structured and Unstructured communication (b) High Structure Communication (c) Low Structure communication	3	0	0
6	Module 6: Communication and Cultural Context-Communication in High and Low Cultural Contexts (a) High- and Low-context cultures (b) The importance of understanding cross-cultural business communication	3	0	0
7	Module 7: Managing cross-cultural communications (a) Language, value systems, perceptions, philosophies (b) Time and Space (c) Fate and Personal Responsibility (d) Face and Face-Saving (e) Nonverbal Communication	3	0	0
8	Module 8: Technical Communication I-Writing Effective Business Proposals, Business Letters and Memos (a) Clarity (b) Conciseness (c) Etiquette	3	0	0
9	Module 9: Technical Communication II-Planning and Producing Effective Business Reports (a) Context (b) Structure (c) Audience	3	0	0
10	Module 10: Technical Communication III-Creating Written Presentations (a) Power-point and other tools (b) Color – relation to topic – relation to audience – Human factors (c) Appropriate text and fonts (d) Effective use of images – when and when not to use images	3	0	0
11	Module 11: Technical Communication IV- Making effective Oral Presentations (a) Public speaking (b) Clarity (c) Voice-control	3	0	0

	(d) Eye-contact			
	(e) Use of Humour			
12	Module 12: The Media and Other Tools of Communication			
	(a) Role of Media			
	(b) Making effective use of the media	3	0	0
	(c) Public relations			
	(d) The War-book			
13	Module 13: E-Communication			
	(a) New modes of communication			
	(b) E-mail etiquette	3	0	0
	(c) When chat is an appropriate tool for business communication			
	(d) Blogs and other modes of self-expression as tools of business communication			
	Module 14: Negotiation-A Communications Focus			
	(a) Listening skills – the importance of being a good listener			
	(b) Building rapport	3	0	0
	(c) Facilitation			
	(d) Consensus building			
	Total	42		

Evaluation criteria

- Assignments 30%
- Midterm examination 20%
- End-term examination 50%

References:

Additional information (if any)

Suggested readings

1. Munter, Mary. *Guide to Managerial Communication*. 7th ed. Upper Saddle River, NJ: Prentice Hall, 2005. ISBN: 0131467042.
2. Harvey, Gordon. *Writing with Sources: A Guide for Students*. Indianapolis, IN: Hackett Publishing, 1998. ISBN: 0872204340.
3. Williams, Joseph. *Style: Toward Clarity and Grace*. Chicago, IL: University of Chicago Press, 1995. ISBN: 0226899152.
4. Kessler, Lauren, and Duncan McDonald. *When Words Collide: A Media Writer's Guide to Grammar and Style*. Belmont, CA: Wadsworth Publishing, 1999. ISBN: 0534561330.
5. Zelazny, Gene. *Say It with Charts: The Executives Guide to Visual Communication*. New York, NY: McGraw-Hill, 2001. ISBN: 007136997X.
6. Brent, Douglas. "Indirect Structure and Reader Response." *The Journal of Business Communication* 22, no. 2 (Spring 1985): 5-8.
7. Daly, John, and Isa Engleberg. "Coping with Stagefright." *Harvard Management Communication Letter* 2, no. 6 (June 1999): 1-4.
8. "Handling Q&A: The Five Kinds of Listening." *Harvard Communications Update* (February 1999): 6-7.
9. Von Hoffman, Constantine. "Getting the Most from Presentation Software." *Harvard Management Communication Letter* 2, no. 6 (June 1999): 7-8.

10. Barnes, Louis. "Managing Interpersonal Feedback." *Harvard Business School Case*. Cambridge, MA. 1989. Case No. 9-483-027.

11. Swift, Marvin H. "Clear Writing Means Clear Thinking Means." *Harvard Business Review* (January-February, 1973). Cambridge, MA. (Now also a Harvard Business School Case, No. 73111.)

12. Singh, Prakash and Meenakshi Raman, *Business Communications*, Oxford University Press, 2006

Student responsibilities

Course Reviewer:

1. Dr. Runa Sarkar
IIT Kanpur

2. Prof. Asha Kaul
IIM Ahmedabad