

<b>Course Title: Business communications</b>				
<b>Course code: PPM 101</b>	<b>No. of credits: 3</b>	<b>L-T-P distribution: 42-00-00</b>	<b>Learning hours: 42</b>	
<b>Pre-requisite course code and title (if any):</b>				
<b>Department:</b> Department of Business and Sustainability				
<b>Course coordinator(s):</b>		<b>Course instructor(s):</b>		
<b>Contact details:</b>				
<b>Course type:</b> Core		<b>Course offered:</b> Semester I		
<b>Course description</b>				
<p>The ability to communicate is an essential skill. This course introduces the fundamental principles of business communication and provides the opportunity to distinguish between business communication and personal/social communication.</p> <p>It prepares students to communicate effectively in a trans-national, globalized business environment. It introduces students to the basic formats and principles of business communication as well as strategies and abilities to adapt to different circumstances in business situations.</p> <p>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 and valuable insights into listening and non-verbal communication.</p> <p>Every skill gained from this course will aid the learners in developing complete confidence to communicate professionally with different audiences.</p>				
<b>Course objectives</b>				
<p>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.</p> <p>The course aims to:</p> <ul style="list-style-type: none"> <li>* Enable students to develop new perspectives and equip themselves to meet the demands of a fast-changing world where technology and globalization and other forces have dramatically changed the practice of business communication in recent years</li> <li>* Enhance proficiency and competencies in verbal and non-verbal communication skills with a holistic long-term perspective</li> <li>* Guide the participants to manage cross cultural communication</li> <li>* Develop technical communication skills</li> <li>* Address contemporary skills, issues and concepts</li> <li>* Familiarize the students with the major digital media formats available for business messages</li> <li>* Develop the ability to write press releases and understand how PR bridges the gap between an organization and its clients</li> </ul>				
<b>Course contents</b>				
<b>Module</b>	<b>Topic</b>	<b>L</b>	<b>T</b>	<b>P</b>
1	<b>Business Communication principles</b> (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. Class exercises	3		
2	<b>Order of content</b> (a) "Pyramid" organization of Material (b) Clarity and conciseness (c) Action statements Class exercises	3		

3	<b>Introduction to Managerial Communication; Communication Models</b> (a) Leadership communication (b) Emotional intelligence and cultural literacy (c) Cross cultural skills Self - evaluation and analysis	3		
4	<b>Interpersonal communication; Body Language; Persuasion</b> (a) Interpersonal skills (b) Positive ethos Self - evaluation and analysis	3		
5	<b>Organizational Managerial Communication</b> (a) Structured and unstructured communication (b) High structure communication (c) Low structure communication Case study	3		
6	<b>Communication and Cultural Context – Communication in High and Low Cultural Contexts</b> (a) High and Low context cultures (b) The importance of understanding cross cultural business Communication Case study	3		
7	<b>Managing cross cultural communications</b> (a) Language, value systems, perceptions, philosophies (b) Time and space (c) Fate and personal responsibility (d) Face and Face - Saving (e) Non - verbal communication Case study	3		
8	<b>Technical Communication I – Writing Effective Business Proposals, Business Letters and Memos</b> (a) Clarity (b) Conciseness (c) Etiquette Class exercises	3		
9	<b>Technical Communication II – Planning and producing Effective Business Reports</b> (a) Context (b) Structure (c) Audience Class exercises and quiz	3		
10	<b>Technical Communication III – Creating Written Presentations</b> (a) PowerPoint and other tools (b) Colour – 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 Quiz and individual presentations	3		

<b>11</b>	<b>Technical Communication IV – Making Effective Oral Presentations</b> (a) Public speaking (b) Clarity (c) Voice control (d) Eye contact (e) Use of humor Quiz and individual short speeches	3		
<b>12</b>	<b>The Media and other tools of communication</b> (a) Role of Media (b) Making effective use of the media (c) Public relations (d) The War - book Class exercises	3		
<b>13</b>	<b>E- Communication</b> (a) New modes of communication (b) E mail etiquette (c) When chat is an appropriate tool for communication (d) Blogs and other modes of self – expression as tools of business communication Quiz and class exercises	3		
<b>14</b>	<b>Negotiation - A Communication focus</b> (a) Listening Skills – the importance of being a good listener (b) Building rapport (c) Facilitation (d) Consensus building Self - evaluation and quiz	3		
<b>Total</b>		42	0	0

**Evaluation Criteria**

The evaluation process will be as follows:

Test 1: Written Exam 20% (Examination on Modules 1,2,3)

Test 2: Written Exam 30% (Examination on Modules 4,5,6,7)

Test 3: Written Exam 50% (Examination on full course)

**Learning outcomes**

1. Gain competency in writing business letters, memos, e mails, proposals, reports, press releases
2. Deliver a business presentation using PowerPoint
3. Demonstrate cross - cultural skills in a trans-national business environment

**Pedagogical Tool:**

- Lectures
- Illustrative cases and case discussions
- Assignments

**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

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**Course Reviewer:**

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