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| <b>Course Title: Business communication</b>   |  |                                     |                           |          |          |          |
| <b>Course code:</b><br>PPM 101  | <b>No. of credits:</b> 3   | <b>L-T-P distribution:</b> 45-00-00 | <b>Learning hours:</b> 45 |          |          |          |
| <b>Pre-requisite course code and title (if any):</b>  |  |                                     |                           |          |          |          |
| <b>Department:</b> Department of Business & 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>Module</b>   | <b>Topic</b>   |                                     |                           | <b>L</b> | <b>T</b> | <b>P</b> |
| 1   | <b>Module 1: Business Communication principles</b><br>(a) The Communication Mode<br>(b) The elements of good written communication, including spelling check and grammar<br>(c) Purpose, audience, organization, tone and their role in communication.<br><b>Class exercises</b> |                                     |                           | 3        |          |          |
| 2   | <b>Module 2: Order of content</b><br>(a) "Pyramid" organization of Material<br>(b) Clarity and conciseness<br>(c) Action statements<br><b>Class exercises</b>  |                                     |                           | 3        |          |          |
| 3   | <b>Module 3: Introduction to Managerial Communication; Communication Models</b><br>(a) Leadership communication<br>(b) Emotional intelligence and cultural literacy<br>(c) Cross cultural skills<br><b>Self - evaluation and analysis</b>  |                                     |                           | 3        |          |          |

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| 4  | <b>Module 4: Interpersonal communication; Body Language; Persuasion</b><br>(a) Interpersonal skills<br>(b) Positive ethos<br><b>Self - evaluation and analysis</b>   | 3 |  |  |
| 5  | <b>Module 5: Organizational Managerial Communication</b><br>(a) Structured and unstructured communication<br>(b) High structure communication<br>(c) Low structure communication<br><b>Case study</b>  | 3 |  |  |
| 6  | <b>Module 6: Communication and Cultural Context – Communication in High and Low Cultural Contexts</b><br>(a) High and Low context cultures<br>(b) The importance of understanding cross cultural business Communication<br><b>Case study</b>   | 3 |  |  |
| 7  | <b>Module 7: Managing cross cultural communications</b><br>(a) Language, value systems, perceptions, philosophies<br>(b) Time and space<br>(c) Fate and personal responsibility<br>(d) Face and Face - Saving<br>(e) Non - verbal communication<br><b>Case study</b>   | 3 |  |  |
| 8  | <b>Module 8: Technical Communication I – Writing Effective Business Proposals, Business Letters and Memos</b><br>(a) Clarity<br>(b) Conciseness<br>(c) Etiquette<br><b>Class exercises</b>   | 3 |  |  |
| 9  | <b>Module 9: Technical Communication II – Planning and producing Effective Business Reports</b><br>(a) Context<br>(b) Structure<br>(c) Audience<br><b>Class exercises and quiz</b>   | 3 |  |  |
| 10 | <b>Module 10: Technical Communication III – Creating Written Presentations</b><br>(a) PowerPoint and other tools<br>(b) Colour – relation to topic – relation to audience – Human factors<br>(c) Appropriate text and fonts<br>(d) Effective use of images – when and when not to use images<br><b>Quiz and individual presentations</b> | 3 |  |  |
| 11 | <b>Module 11: Technical Communication IV – Making Effective Oral Presentations</b><br>(a) Public speaking<br>(b) Clarity<br>(c) Voice control<br>(d) Eye contact<br>(e) Use of humor<br><b>Quiz and individual short speeches</b>  | 3 |  |  |

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| <b>12</b>    | <b>Module 12: The Media and other tools of communication</b><br>(a) Role of Media<br>(b) Making effective use of the media<br>(c) Public relations<br>(d) The War - book<br><b>Class exercises</b>   | 3  |   |   |
| <b>13</b>    | <b>Module 13: E- Communication</b><br>(a) New modes of communication<br>(b) E mail etiquette<br>(c) When chat is an appropriate tool for communication<br>(d) Blogs and other modes of self – expression as tools of business communication<br><b>Quiz and class exercises</b> | 3  |   |   |
| <b>14</b>    | <b>Module 14: Negotiation - A Communication focus</b><br>(a) Listening Skills – the importance of being a good listener<br>(b) Building rapport<br>(c) Facilitation<br>(d) Consensus building<br><b>Self - evaluation and quiz</b>   | 3  |   |   |
| <b>15</b>    | <b>Employment related communication and preparing for a job interview</b><br>(a) Structure and how to write job application letters<br>(b) Plan, organize and write a resume<br>(c) Succeed in online and in-person interviews   | 3  |   |   |
| <b>Total</b> |  | 45 | 0 | 0 |

#### Evaluation Criteria

The evaluation process will be as follows:

Test I 20% (Examination on Modules 1,2,3)

Test II 30% (Examination on Modules 4,5,6,7)

Test III 50% (Examination on full course)

#### Learning outcomes

**After the course, the students will be able to**

1. Communicate with more clarity that would facilitate the organizational work process.
2. Break the barriers and help in the process of earning greater commitment among stakeholders to goal achievement.
3. Handle all sorts of organizational communications, within and beyond.
4. 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.

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| <ol style="list-style-type: none"><li>8. "Handling Q&amp;A: The Five Kinds of Listening." <i>Harvard Communications Update</i> (February 1999):6-7.</li><li>9. Von Hoffman, Constantine. "Getting the Most from Presentation Software." <i>Harvard Management Communication Letter</i> 2, no. 6 (June 1999):7-8</li></ol> |
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**Course Reviewer:**

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2. Prof. Asha Kaul, IIM Ahmedabad