



INTERNATIONAL MANAGEMENT INSTITUTE BHUBANESWAR  
PGDM [2014-2016]  
MANAGING WRITTEN COMMUNICATION, CS503  
Credits (1.5), Session Duration: 90 minutes  
TERM II

Course Outline and Session Plan

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**Introduction**

Employers often look for skills that go beyond QUALIFICATIONS & EXPERIENCE. While your education and experience may make you eligible to apply for a job, but to get the job and be successful therein you will need to demonstrate a mix of 'employability skills'. This means that the specialist, technical skills associated with different roles may be less important than the '**soft skills**' that can be transferred between different career options and industries.

For employers, getting the right people means identifying people with the right skills and qualities to fulfil the role and contribute to the organisation's success. Candidates may have the qualifications and 'hard skills' needed to be able to manage the job role but without a well-honed set of 'soft skills' employers are less inclined to hire them.

Employers highlighted 3 key skills needed to hire candidates: **teamwork, flexibility and communication**. Since many workplaces are more like a matrix nowadays, you'd no longer have a specific job. Instead, your skills especially in graphics, computers or oral presentations - could make you a valued member of a team. These three skills are critical since you must work well with others and be able to switch easily from team to team, depending on the project.

**Positive attitude** in the interview and on the job is non-negotiable. No one wants to hire someone who lacks enthusiasm. Would you?

Professional Written Communication establishes the credibility of organizations and individuals. This course will attempt at equipping the students with practical guidance on how to communicate effectively and professionally through written communication. In areas ranging from planning and grammar, tone, style and final proof-reading you can develop your written communication skills and confidence in order to improve e-mails, letters, memos and reports.

**Objectives:**

In business deals, precisions of writing and clarity of meaning are extremely important. Written analysis and communications (WAC) aims to focus on these critical skills.

By the end of the course the students should be able to:

- understand the context of written communication at work place
- develop the skill of writing different kinds of documents
- plan and write persuasive proposals and formal reports

**Pedagogy:**

The course will be highly participative. Regular assignments & case studies based delivery will give opportunity for original and independent thinking by the participants. These inputs are expected to find relevant applications to real-life situations encountered by today's professionals in their work environment. Class lectures will complement the inputs to strengthen the understanding of basic concepts and emerging trends in the areas covered in the course. Lecture-discussions, written exercises and feedback based on video recording and/or role plays would be exercised.

**Reading Material:**

Text book(s):

1. Herta A Murphy, Herbert W Hildebrandt & Jane P Thomas: Effective Business Communication (7<sup>th</sup> Edition) published by Tata McGraw-Hill.

Reference book(s):

1. Mathukutty M. Monippally & Badrinarayan Shankar Pawar: Academic Writing A guide for Management Students and Researchers published by Response Books business books from SAGE,2010.
2. Courtland L. Bovee, John V. Thill & Abha Chatterjee: Business Communication today (tenth edition) published by Pearson, 2011.
3. Linda Beamer & Iris Varner: Intercultural Communication in the Workplace (4<sup>th</sup> edition) published by Tata McGraw-Hill Edition, 2011.
4. Lehman, Dufrene and Sinha, BCOM: An innovative approach to learning and teaching Business Communication, Cengage, 2010.
5. Donna M. Stringer, Patricia A. Cassidy, 52 Activities for Improving Cross-cultural Communication.

**Evaluation Criteria (%):**

Components	Weightage (in %)
Class Participation	20
Quizzes/Exercises	20
Group assignment & Presentation	30
End Term	30
Total	100

## Session Plan

SESSION	TOPIC	READINGS
<b>UNIT-A : COMMUNICATION SKILLS: WRITTEN</b>		
1-2	Topic: <b>Applications at Workplace: Business Correspondence</b> Objectives: To learn <ul style="list-style-type: none"><li>• Introduction</li><li>• The Need for Business Letters</li><li>• Essential Elements of Business Letters</li><li>• The Writing Process</li><li>• Different Styles of Business letters</li><li>• The layout of a Business Letter</li><li>• Various Types of Business letters</li><li>• Conclusion</li><li>• Assignments/Games/Video</li></ul>	
<b>UNIT-B : TECHNOLOGY ENABLED COMMUNICATION</b>		
3-4	Topic: <b>Software Tools for Writing, Presenting &amp; Transmitting Messages</b> Objectives: To learn <ul style="list-style-type: none"><li>• Introduction</li><li>• Computer tools for Writing</li><li>• Computer tools for Presenting Messages</li><li>• Tools for Transmitting Messages</li><li>• Conclusion</li><li>• Assignments/Games/Video</li></ul>	
5-6	Topic: <b>Use of ICT Survey Tools and Analysis Using XL Sheets and Graphics</b> Objectives: To learn <ul style="list-style-type: none"><li>• Introduction</li><li>• Use of ICT for Teaching</li><li>• Synchronous Computer tools</li><li>• Asynchronous Computer tools</li><li>• Survey Tools of Collecting Information</li><li>• Analysis Using XL sheets and Graphics</li><li>• Conclusion</li><li>• Assignments/Games/Video</li></ul>	

UNIT-C : COMMUNICATING WITH AUDIENCE: PRESENTATION SKILLS & TECHNIQUES		
7-8	<p>Topic: <b>Basics of Presentation Skills and Techniques</b></p> <p>Objectives: To learn</p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Purpose</li> <li>• Place</li> <li>• Theme</li> <li>• Expectations of Audience and Organisation</li> <li>• Why you?</li> <li>• Other speakers</li> <li>• Conclusion</li> <li>• Assignments/Games/Video</li> </ul>	
9-10	<p>Topic: <b>Advanced Presentation Skills and Techniques</b></p> <p>Objectives: To learn</p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• The 3 Main Elements</li> <li>• Audience Attention Techniques</li> <li>• Presentation Ingredients</li> <li>• Planning</li> <li>• Substance, Flair and Interest</li> <li>• Visual Aids</li> <li>• Slides</li> <li>• Consistency</li> <li>• Conclusion</li> <li>• Assignments/Games/Video</li> </ul>	

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