



**INTERNATIONAL MANAGEMENT INSTITUTE BHUBANESWAR**  
**PGDM [2015-2017]**  
**MANAGING ORAL COMMUNICATION, CS501**  
**Credits (1.5), Session Duration: 90 minutes**  
**TERM I**

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?

Oral communication is the mode of choice in most organizations today; the paper memo is long dead, replaced by E-mail, informal conversation and voice mail. But two writing tasks still loom before the entry-level employee: writing reports and filling out forms.

More often, the manager or executive will write the formal reports on finances and planning. Once again, please remember that when you are in the class, you are not just learning the skills you need for your first job, you are gaining skills for a career. A clear, concise technical writing style will always be an asset.

While, employees still need written communication skills, yet interpersonal oral communication skills are the ones most rewarded by employers in the new informal workplace atmosphere. Employees who work with the external customers (Sales, Marketing, Business Development, Customer Service etc.) or work closely with internal teams need skills in empathy and feedback techniques. Critical thinking and the ability to function as part of a problem-solving group are also the skills that employers look for. Often the team members have to sell their ideas to management for obtaining budget approvals. This is very likely to require making formal presentations to top management. You are expected to remain cool under pressure and to quickly adapt to emerging technologies.

Simple conversational skills are also important in the workplace. Some employers mention telephone etiquette as an important skill. The same annoyances we suffer from poor voice mail messages are cited by employers, who hate to waste time tracking down a telephone number to return a message.

The ability to interview to get important information is also a necessary skill. Entry-level employees are likely to deliver at least some formal presentations. When you join civic and professional organizations, you are likely to be asked to participate in formal presentations. Once again, remember that you are not just preparing for your first job. You need to acquire the oral presentation skills to rise to the occasion.

Oral presentation skills lead to promotions. At some organizations, those willing to present proposals or recommend strategies are those who are positioned for advancement. Demonstrating effective communication skills, staying cool under pressure, and delivering strong presentations is very likely to be a fast track to the top. You may get better offer and better promotions because of your communication skills. Communication skills are therefore essential for promotion.

## **Objectives**

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

- Understand the meaning of Communication
- Understand the process of Business Communication
- Understand the functions of Managerial Communication
- The importance and advantages of Face-to-Face Communication-meetings & presentations
- To comprehend the concept & application of Transactional Analysis in management
- To use modern technological tools with etiquette & responsibility
- To recognize the significance of listening in the Communication process & management
- To understand the types & techniques of listening
- To identify & adopt strategies to overcome the barriers to good listening
- The effective use of software tools for Planning, gathering, analyzing & organizing information.
- To use software & hardware choices for presenting messages and identify the right medium for transmitting messages

## **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.

### **Course Reading Material**

#### **Text Book(s)**

- Lehman, Carol M, Dufrene, Debbie D, Sinha, Mala. Business Communication – A South-Asian Perspective. New Delhi: Cengage Learning

#### **Reference Book(s)**

- Courtland Bovee, V Thill and Mukesh Chaturvedi. Business Communication Today. New Delhi: Pearson Education, 2009.
- Lesikar V, Flatley, Rentz and Pande. Business Communication. New Delhi: Tata McGraw Hill Education Pvt. Ltd. 2009.)
- Murphey, Hildebrandt and P. Thomas. Effective Business Communication. New Delhi: Tata McGraw-Hill Companies, 2008.
- Raman, Meenakshi and P. Singh. Business Communication New Delhi: Oxford University Press, 2006.
- Donna M. Stringer, Patricia A. Cassiday, 52 Activities for Improving Cross-cultural Communication.

### **Evaluation Criteria (in %)**

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

### **Session Plan:**

<b>SESSION</b>	<b>TOPIC</b>	<b>READINGS</b>
<b>UNIT-A:           ROLE OF COMMUNICATION AT WORKPLACE</b>		
1-2	<p>Topic: <b>Introduction – Importance &amp; Purpose of Communication</b></p> <p>Objectives: To learn</p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Purpose of Communication</li> <li>• Significance of Communication Skills in today's world</li> <li>• Objectives of Communication in Various</li> </ul>	

	<p>Contexts</p> <ul style="list-style-type: none"> <li>• Conditions That Necessitate Communication in Management</li> <li>• Why Business Needs to Communicate? Profile of an Efficient Communicator</li> <li>• Capitalizing on Workforce Diversity</li> <li>• Characteristics of Successful Managerial Communication</li> <li>• Global &amp; Regional Cultures</li> <li>• Summing up</li> <li>• Assignment/Case/Games/Video</li> </ul>	
3-4	<p>Topic: <b>Business Communication Process</b>  <b>Types of Communication</b>  <b>Non-Verbal Communication &amp; its uses</b>  Objectives: To learn</p> <ul style="list-style-type: none"> <li>• Objectives</li> <li>• Introduction</li> <li>• The Communication Situation</li> <li>• One -Way Communication</li> <li>• Two-Way Communication</li> <li>• The Communication Process</li> <li>• Various Means of Communication</li> <li>• Comparative Merits and Demerits of Various Media of Communication</li> <li>• Non Verbal Communication</li> <li>• Steps to Build Strong Non Verbal Skills</li> <li>• Summing up</li> <li>• Assignment/Case/Games/Video</li> </ul>	
5-6	<p>Topic: <b>Various Modes of Communication</b>  <b>Selection of Right Medium for Right Purpose</b>  Objectives: To learn</p> <ul style="list-style-type: none"> <li>• Functions of Business Communication</li> <li>• Why Do Managers Need Communication Skills</li> <li>• Different Levels of Communication</li> <li>• Flow of Communication in an Organization</li> <li>• Audience Analysis</li> <li>• Selecting the best Channel</li> <li>• Choosing Communication Channels</li> <li>• Assignment/Case/Games/Video</li> </ul>	
<b>UNIT-B : COMMUNICATION SKILLS – ORAL/SPOKEN</b>		

7-8	<p>Topic: <b>Face-To-Face Communication</b>  <b>Conducting &amp; Participating In Meetings</b>  <b>Public Speaking-Presentation Skills</b></p> <p>Objectives: To learn</p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Elements of Good talking</li> <li>• Face-to-face Communication</li> <li>• Conducting and Participating in Productive Business Meetings</li> <li>• Distributing Minutes</li> <li>• Workplace Relations</li> <li>• Communication among Intercultural Audiences</li> <li>• Public Speaking – Presentations Skills</li> <li>• Getting Ready for an Oral Presentation</li> <li>• Difference between Oral and Written Reports</li> <li>• Conclusion</li> <li>• Assignment/Case/Games/Video</li> </ul>	
9-10	<p>Topic: <b>Transactional Analysis in Communication</b>  <b>Interview Techniques for Success</b></p> <p>Objectives: To learn</p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Objectives of Transactional Analysis</li> <li>• Interviews</li> <li>• Interview Skills- Creating an Impact</li> <li>• Pre-Employment Testing</li> <li>• Strategies for Success</li> <li>• Interviewer's Responsibility</li> <li>• Conclusion</li> <li>• Assignment/Case/Games/Video</li> </ul>	

**NOTE:**

1. Faculty chamber consultation time: With prior appointment; preferably after 5pm.
2. Participants shall be required to undertake group assignments & presentation.
3. As part of the external/industry interface component for enriching the course value, up to 20% of the sessions (equivalent of 4 sessions) may be handled by additional experts.

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