



INTERNATIONAL MANAGEMENT INSTITUTE BHUBANESWAR  
PGDM [2015-2017]  
MANAGING WRITTEN COMMUNICATION, CS503  
Credits (1.5), Session Duration: 90 minutes  
TERM I

Course Outline and Session Plan

Faculty: Mr. Rituraaj Juneja  
Telephone: Ext. 166; M: +91 – 78944 25777  
E-Mail: [juneja@imibh.edu.in](mailto:juneja@imibh.edu.in)

**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)

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

Reference book(s):

1. Courtland Bovee, V Thill and Mukesh Chaturvedi. Business Communication Today. New Delhi: Pearson Education, 2009.
2. Herta A Murphy, Herbert W Hildebrandt & Jane P Thomas: Effective Business Communication (7<sup>th</sup> Edition) published by Tata McGraw-Hill.
3. Mathukutty M. Monippally & Badrinarayan Shankar Pawar: Academic Writing A guide for Management Students and Researchers published by Response Books business books from SAGE,2010.
4. Courtland L. Bovee, John V. Thill & Abha Chatterjee: Business Communication today (tenth edition) published by Pearson, 2011.
5. Linda Beamer & Iris Varner: Intercultural Communication in the Workplace (4<sup>th</sup> edition) published by Tata McGraw-Hill Edition, 2011.
6. Lehman, Dufrene and Sinha, BCOM: An innovative approach to learning and teaching Business Communication, Cengage, 2010.
7. 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 : 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 Contexts</li> <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></p> <p><b>Types of Communication</b></p> <p><b>Non-Verbal Communication &amp; its uses</b></p> <p>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></p> <p><b>Selection of Right Medium for Right Purpose</b></p>	

	<p>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: WRITTEN</b>		
7-8	<p>Topic: <b>Mechanics of Writing Business Messages, Memorandums &amp; Reports</b></p> <p>Objectives: To learn</p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Writing Business Messages</li> <li>• Types of Messages</li> <li>• The writing Process</li> <li>• Memorandum</li> <li>• Writing Business Reports</li> <li>• Characteristics of a Report</li> <li>• Steps in writing a Business Report</li> <li>• Conclusion</li> <li>• Assignment/Case/Games/Video</li> </ul>	
9-10	<p>Topic: <b>Uses of Technology E-Mail &amp; Instant Messaging</b></p> <p>Objectives: To learn</p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Email</li> <li>• Effective Use of E-mail</li> <li>• Formatting E-mail Message</li> <li>• Language</li> <li>• Net Etiquette</li> <li>• Instant Messaging</li> <li>• Using Instant Messaging</li> <li>• IM Etiquette</li> <li>• Popular outlook Features</li> <li>• Podcasts</li> <li>• Conclusion</li> <li>• Assignment/Case/Games/Video</li> </ul>	

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