

INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR PROGRAMME
POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)

BUSINESS COMMUNICATION SKILLS - II

CREDIT: 3 Credits

SESSION DURATION: 90 Minutes

TERM: II
YEAR: 2016-2018

FACULTY: Ms. Sourajita Panda

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Course Introduction:

The course focuses on giving the students an overview of the importance of communication in professional & personal life. It gives a fair idea of how business communication takes place in an organization where respecting, maintaining and reinstating relationships helps in building positive relationships. It is crucial along with 'getting the work done'. It gives many opportunities for working individually as well as in groups. Group projects help the students in analyzing concepts and situations and also sensitize the students in understanding the importance of cooperative effort for achieving results. This course trains the participants in developing their written and oral communication skills, which contributes to increasing their employability.

Learning Outcome:

Students will be able:

- To understand corporate etiquettes. (LO1)
- To understand importance of various forms of public communication (LO2)
- To learn to prepare various employment documents (LO3)
- To understand negotiation and working in cross cultural communication (LO4)
- To discuss in teams respecting and if needed, accommodating the view of others (LO5)

Course Pedagogy:

Case studies, Individual and group Assignments, Lectures, Handouts and Exercises

Course Readings:

Text book

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

Reference books

- Courtland Bovee, V Thill and Mukesh Chaturvedi: Excellence in Business Communication
- 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.
- Mallika Nawal: Business Communication : Cengage Learning

Course Evaluation criteria:

Class Participation	10%
Quizzes	10%
Group Presentation	20%
Individual Assignment	10%
Mid-term	20%
End-term	30%
Total	100%

Session Plan:

Session	Topics to be covered	Learning Outcome
1 - 2	Business Etiquettes and Ethics	LO1
3 - 4	Preparing Employment messages	LO3
5 - 6	Interviews – Skills and Techniques	LO2
7 - 8	Mass media communication and Public Relations Management	LO2
9 - 10	Corporate communication and Internal Communication	LO2
11 - 12	Negotiation skills – Group exercise; AIDA	LO4
13 - 14	Cross- cultural and Global communication	LO4
15 - 16	Workplace Communication – Indian Perspective	LO5
17 - 18	Social Media – Tools and Impact	LO5
19 - 20	Group Presentations	LO5