

INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR  
POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)  
BUSINESS COMMUNICATION SKILLS (GM501)  
CREDIT: 3 Credits  
SESSION DURATION: 90 Minutes

TERM: I  
YEAR: 2016-2017

FACULTY: Ms. Sourajita Panda

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

- To understand the process of Business and Managerial Communication (LO1)
- To understand verbal and non-verbal communication (LO2)
- To understand importance of effective listening. (LO3)
- To learn to prepare various important business documents like reports and letters (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.

Course Evaluation criteria:

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

Session Plan:

Session	Topics to be covered	Learning Outcome
1-2	Framework of Business Communication: Concepts and Applications	LO1
3-4	Creating Influential Messages – Planning and Preparation	L01
5-6	Managing Messages – Positive, Negative and Neutral	LO1
7-8	Communication Barriers and Effective Listening skills	LO2, LO3
9-10	Non-verbal Communication – Body language and Expressions	LO3
11-12	Small group Communication – Group exercise	LO5
13 - 14	Basics of Effective Writing: Framing Business Documents and Emails	LO4
15 - 16	Report Writing: Planning, Preparation, Strategies & Skills	LO4
17 - 18	Managing meetings and Administrative communication - minutes, proposals agendas, news releases	LO5
19 - 20	Presentation and Public Speaking - Group Presentations	LO2

GOOD LUCK!