

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

**TERM: I**  
**YEAR: 2017-2019**

**FACULTY:** Dr. Irfan A. Rizvi

**E-Mail:** iarizvi@imi.edu

**Consulting hours:** Monday & Wednesday (1630 to 1730 hrs.)

***Welcome to GM501,  
a foundation course on Managerial/Business Communication !***

***In case you get intrigued by following questions and more .....***

- *Why do I not feel comfortable while communicating with others?*
- *Why I feel difficulty in putting my ideas together in simple and concise sentences?*
- *Why do I have to grope for right words when I am communicating with others?*
- *Why I don't have a rich vocabulary of English words?*
- *Why my diction is not as good as that of others?*
- *How to make a good presentation?*
- *How can I become more confident in participating at group discussion?*
- *What are the skills to effectively deal with a job interview?*

***..... then being a part of this course will be of immense help to you.***

***To get the best out of this course for you, you may like to :***

- *Be present in the class physically and mentally;*
- *Come prepared (having read the readings, solved the cases) to the class;*
- *Keep your mind ticking while participating in the classroom discussions;*
- *Question your own convictions and that of society's;*
- *Be authentic in your interaction with your classmates;*
- *Display a genuine desire to learn by constantly thinking, analyzing and solving issues.*

***All the very best !!!!***

dr irfan a. rizvi  
June 18, 2017

## **Learning Objectives**

People are social animals and in order to build effective social relationships, they need to communicate and interact with each other. Similarly, Organizations are social systems and any manager in such a system has to deal and interact with a number of stakeholders, and her performance is largely dependent upon their ability to build mutually beneficial relationship with others.

Communication is the instrument or vehicle that a business manager uses to connect and do business with colleagues, subordinates, superiors, suppliers, clients and other stakeholders. Inability to communicate effectively can become a major impediment in the career progression of any business professional.

The task of a manager in any organization is to work with and through other people to achieve organizational goals. In order to perform effectively, it is imperative for them to understand the nature and characteristics of these associates and communicate with them effectively to build synergetic and mutually beneficial relationship.

This course on Managerial Communication will focus on the oral side of communication and at the end of the course the participants will:

- Understand the concept of communication and its purpose;
- Understand types and process of communication;
- Understand and identify problems and barriers in communication;
- Understand the nuances and skills of effective oral communication in the context if speech, presentation, group discussion interview, and social conversations;
- Understand and appreciate the nature and importance of non-verbal communication;
- Acquire skills and confidence to deal with various managerial communication situations in professional and social context.

## **Learning Outcomes**

1. Understand the importance of communication in business, especially in the context of managerial role;
2. Knowledge of purpose and types of communication;
3. Knowledge of the process of communication;
4. Understand the nuances of oral communication;
5. Acquire of skills of communication in the context of specific oral communication situations;
6. Gain confidence and become effective communicator in managerial and social context.

## **Pedagogy**

- Would be interactive in nature and involve faculty led discussions, presentations by students on assigned topics, role plays, and situation reactions;
- Many activities/role plays in the class will be video-graphed and played back for feedback;

## Session plan

Session	Topics & Issues	Exercise / Cases Reading(s) / Reference(s)	Learning Outcome
1	<b>Introduction to Organizational Communication</b> <ul style="list-style-type: none"> <li>Overview, Definition;</li> <li>Communication &amp; its importance in professional and social world;</li> <li>Purpose of communication;</li> <li>Communication &amp; its types;</li> </ul>	<b>Readings :</b> <ul style="list-style-type: none"> <li>SV - Ch 1</li> </ul> <ul style="list-style-type: none"> <li>Self-introduction;</li> <li>Role play</li> </ul>	<ul style="list-style-type: none"> <li>Understand the conceptual &amp; practical underpinnings of communication;</li> <li>Appreciate the importance &amp; relevance of communication for a manager;</li> </ul>
2	<b>Communication process</b> <ul style="list-style-type: none"> <li>Sender;</li> <li>Message;</li> <li>Medium;</li> <li>Receiver;</li> </ul>	<b>Readings :</b> <ul style="list-style-type: none"> <li>SV – Ch 1, 2</li> </ul> <ul style="list-style-type: none"> <li>Self Assessment Exercise</li> </ul>	<ul style="list-style-type: none"> <li>Understand the process of communication and its major elements;</li> <li>Understand the role of medium in communication;</li> </ul>
3-4	<b>Barriers to communication</b> <ul style="list-style-type: none"> <li>Physical barriers;</li> <li>Personal barriers;</li> <li>Language &amp; vocabulary;</li> <li>Overcoming barriers;</li> <li>Building vocabulary;</li> </ul>	<b>Readings :</b> <ul style="list-style-type: none"> <li>SV – Ch 2</li> </ul> <ul style="list-style-type: none"> <li>Identifying personal barriers;</li> <li>Discussion &amp; remedial actions;</li> <li>Building word power/vocabulary;</li> <li>Situation reaction through role play</li> </ul>	<ul style="list-style-type: none"> <li>Understand various types of barriers to communication;</li> <li>Identify own barriers;</li> <li>Acquire knowledge &amp; skill to overcome the physical and personal barriers;</li> </ul>
5	<b>Oral communication</b> <ul style="list-style-type: none"> <li>Characteristics;</li> <li>Usage;</li> <li>Issues &amp; challenges;</li> <li>Overcoming issues: diction, ;</li> </ul>	<b>Readings :</b> <ul style="list-style-type: none"> <li>SV – Ch 6</li> </ul> <ul style="list-style-type: none"> <li>Identifying personal issues in oral communication;</li> <li>Identifying solutions for overcoming barriers;</li> </ul>	<ul style="list-style-type: none"> <li>Understand the nuances and purpose of oral communication;</li> <li>Identify own issues in oral communication;</li> <li>Acquire ability to manage own challenges in oral communication;</li> </ul>
6-9	<b>Interview</b> <ul style="list-style-type: none"> <li>Interview: types &amp; purpose;</li> <li>Preparing for job interview;</li> <li>Skills for effective interviewing;</li> <li>Practice session;</li> </ul>	<b>Readings :</b> <ul style="list-style-type: none"> <li>SV – Ch 5, 6, 12</li> </ul> <ul style="list-style-type: none"> <li>Identifying personal issues in interviews;</li> <li>Mock interviews &amp; feedback;</li> </ul>	<ul style="list-style-type: none"> <li>Understand the what and why of interview;</li> <li>How to prepare for an interview;</li> <li>Acquire skill and confidence for facing interview;</li> </ul>
10-13	<b>Group Discussion</b> <ul style="list-style-type: none"> <li>Types &amp; purpose;</li> <li>What is assessed;</li> <li>How to prepare;</li> <li>Skills for effective group discussion;</li> </ul>	<b>Readings :</b> <ul style="list-style-type: none"> <li>SV – 5, Ch 6</li> </ul> <ul style="list-style-type: none"> <li>Identifying personal issues in GD;</li> <li>Mock GD &amp; feedback;</li> </ul>	<ul style="list-style-type: none"> <li>Understand the what and why of Group Discussion;</li> <li>How to prepare for a GD;</li> <li>Acquire skill and confidence for participating in GD;</li> </ul>
14-17	<b>Presentation</b> <ul style="list-style-type: none"> <li>Speech Versus presentation;</li> <li>Obligations of a presenter;</li> <li>Issues &amp; challenges;</li> <li>Making effective presentations: content &amp; style;</li> <li>Preparing Powerpoint slides</li> </ul>	<b>Readings :</b> <ul style="list-style-type: none"> <li>SV – Ch 10</li> </ul> <ul style="list-style-type: none"> <li>Identifying personal issues in speech &amp; presentation;</li> <li>Mock speech, presentation &amp; feedback;</li> </ul>	<ul style="list-style-type: none"> <li>Understand the what and why of presentations;</li> <li>How to prepare for an interview;</li> <li>Acquire skill and confidence for making speeches/presentations;</li> </ul>
18-19	<b>Social conversations</b> <ul style="list-style-type: none"> <li>Why social conversations;</li> <li>Networking &amp; connecting;</li> <li>Preparing for being a social hit!</li> <li>Social conversation skills</li> </ul>	<b>Readings :</b> <ul style="list-style-type: none"> <li>SV – Ch 12, 13</li> </ul> <ul style="list-style-type: none"> <li>Mock social conversation;</li> </ul>	<ul style="list-style-type: none"> <li>Understand importance of social and small conversations;</li> <li>Acquire confidence to conduct small &amp; social conversations;</li> </ul>
20	<b>Non-verbal communication</b> <ul style="list-style-type: none"> <li>What is it?</li> <li>Role &amp; types of NV communication;</li> <li>Skills for effective NV communication</li> </ul>	<b>Readings :</b> <ul style="list-style-type: none"> <li>SV – Ch 4</li> </ul> <ul style="list-style-type: none"> <li>Role play on NV communication</li> </ul>	<ul style="list-style-type: none"> <li>Understand the importance of NV communication;</li> <li>Develop awareness about own NV cues;</li> <li>Improve NV communication.</li> </ul>
	<b>Recapitulation of the course</b>	Course review, feedback & closure	

**Recommended Book(s):**

Title: **Business Communication: Essential Strategies for 21<sup>st</sup> Century Managers**

Author: **Shalini Verma**

Publisher: **Pearson Education Limited, 2014**

**Other References:**

1. Communication Works by Gamble, Teri Kwal & Gamble, Michael (TATA McGraw Hill), 2010;
2. Business Communication by Lesikar, Flatley, Rentz, Lentz & Pande (McGraw Hill Education), 13<sup>th</sup> ed., 2015
3. Guide to Managerial Communication, Munter, Mary (Pearson), 2009;
4. How to be a Great Communicator, Qubein, Nido (Viva Books), 2010

**Learning Assessment (Total 100 Marks)**

<b>Evaluation components</b>	<b>Weight (%)</b>	<b>What &amp; How</b>
Diary : My journey through Communication Course	20%	Maintain a written diary articulating your growth and development as the course progresses and share your learning, opinions, thoughts, feelings and confusions related with various topics being covered in the course. This diary has to be prepared in a typed format, and minimum one page (about 400-450 words) should be written for each topic. The diary may be called for a review by the course faculty anytime during the progress of the course hence it needs to be kept up-to-date at all times.
Class participation	30%	<ul style="list-style-type: none"><li>• The class participation is an essential reflection of learning attitude of the participants;</li><li>• Each student is expected to actively and seriously participate in class activities that include role plays, mock events, and Q&amp;A;</li><li>• Each student will be observed for their participation in terms of quality as well as consistency;</li><li>• Students will be judged also on the basis of the extent to which they help other participants to learn through their queries, comments, and objective feedback;</li><li>• Some portion of the class participation marks will be assigned through peer review;</li></ul>
Mid-term	20%	One short-answer written exam at any point during the progression of the course.
End term examination	30%	Closed book exam covering the entire course requiring reflection of understanding of the concepts covered during the course and their application in real life.

**Assessment criteria of assignments:****Assessment of the diary:**

- Diary will be evaluated for the author's authenticity, honesty, sincerity, and openness;
- Self-analysis drawing the results from various exercises & discussions in the class;
- Ability to relate and draw inferences from various life experiences and incidences;
- Concept clarity, authenticity, honesty, introspection & precise articulation;
- Relevance of the content (no superfluous or irrelevant information);
- Reasons, arguments and analysis given to draw the success and failures in improvement;
- Clarity of thoughts;
- Format and language: clear division into sections, page numbering, small paragraphs, conversational language.