

**INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR**  
**Post Graduate Diploma in Management (PGDM)**  
Business Communication Skills II (GM502)  
**CREDIT: Full (three credits)**  
**SESSION DURATION: 90 Minutes**

**Term: II**  
**Year: 2017-18**

FACULTY: Dr. Kapil Pandla  
Office hours: 9.30 AM – 5.30 PM

### **Course Introduction**

This second course on Business Communication will focus on improving writing skills of the students. Through discussions, activities and exercises, this course will help them acquire the necessary skills to handle day-to-day managerial responsibilities, such as making speeches, controlling one-to-one communication, enriching group activities and processes, making effective presentations, writing letters, memos, minutes, reports and emails etc.

### **Learning Outcomes**

#### **Knowledge:**

On completion of the course, the students will be able to develop an understanding of

1. Effective written communication specially Business Writing (K1)
2. Persuasive Communication (K2)
3. Corporate Communication (K3)
4. How to communicate across culture (K4)
5. Negotiation (K5)
6. Social Media Etiquette (K6)
7. How to make effective presentations (K7)

#### **Skills:**

1. Develop expertise in written communication by writing letters, memos, minutes, and reports (S1)
2. Acquire necessary attributes to handle day-to-day Communication such as making persuasive speeches, controlling one-to-one communication, enriching group activities and processes, giving effective presentations, etc. (S2)
3. Improve listening skills, as well as vocabulary for basic business situations. (S3)
4. Negotiation Skills (S4)

#### **Attitude:**

1. Develop positive attitude towards importance of writing skills (A1)
2. Will appreciate cultural differences in communication (A2)

<b>Evaluation Scheme</b>	Class Participation	10
	Book Review	10
	Writing a Business Plan	20
	Mid Term	20
	End Term	40
	Total	100
<b>Pedagogic tools</b>	Lecture, Discussions, Exercises, Role Plays, Business Games	

### **Course Readings:**

- Mukherjee, H S, Business Communication – Connecting at work; Oxford, Second Impression 2013 (**CR 1**)

- Kumar S., Lata P. Communication Skills, Oxford, First Edition 2011 **(CR 2)**
- Courtland L B., Thill, J V and Schatzman, B E Business Communication Today, Prentice Hall. 2011 **(CR 3)**
- Lehman, Carol M, Dufrene, Debbie D, Sinha, Mala. Business Communication – A South-Asian Perspective New Delhi: Cengage Learning **(CR 4)**
- Courtland Bovee, V Thill and Mukesh Chaturvedi: Excellence in Business Communication **(CR 5)**
- Lesikar V, Flatley, Rentz and Pande: Business Communication. New Delhi: Tata McGraw Hill Education Pvt. Ltd. 2009. **(CR 6)**
- Murphey, Hildebrandt and P. Thomas: Effective Business Communication. New Delhi: Tata McGraw-Hill Companies, 2008. **(CR 7)**
- Raman, Meenakshi and P. Singh: Business Communication New Delhi: Oxford University Press, 2006. **(CR 8)**

### Session Plan

Session No		Topics	Learning Outcomes	Pedagogy and activity	Pre-readings/ Case Study
1		Improving Writing Skills	K1A1	Lecture	Chap 6, CR1
2		Introduction to Business Letters Exercise	K1S1	Lecture and Exercise	Chap 22, CR2
3-4		Writing Reports and Business Proposals Exercise	K1S1	Lecture and Exercise	Chap 9, CR1
5		Writing Business Plan	K1S1	Lecture	Chap 9, CR1
6		Business Writing: Writing Negative Messages  Caselet	K1S1	Lecture  Discussion	Chap 8, CR1  Avoiding Negative Messages does not help
7		Writing Memos, Circulars and Notices	K1	Lecture	Chap 8, CR1
8		Business Writing; Agenda and Minutes of Meeting	K1	Lecture	Chap 15, CR3
9		Importance of Listening and writing a synopsis of it.	S3	Lecture and Exercise	Chap 4, CR1
10		Persuasive Communication	K2S2	Lecture	Chap 8, CR1
11		Cross Cultural Communication	K4A2	Lecture	Chap 15, CR1
12		Negotiation Skills	K5	Lecture	Chap 11, CR1
13		Role Play	S4	Exercise	The Gravel Pits
14		Writing Blogs, Emails, Instant Messaging	K1	Lecture	Chap 8, CR1
15		Social Media Etiquette for Business: Twitter,	K6	Lecture	<a href="https://www.outboundengine.com/blog/social-media-etiquette-for-">https://www.outboundengine.com/blog/social-media-etiquette-for-</a>

		Linkedin, Facebook			business-25-dos-donts/
16		Writing Book and Movie reviews	K1	Lecture	<b>Bill A., How to write a Book review</b> <a href="http://www.writing-world.com/freelance/asenjo.shtml">http://www.writing-world.com/freelance/asenjo.shtml</a> <a href="https://edusson.com/blog/how-to-write-movie-review">https://edusson.com/blog/how-to-write-movie-review</a>
17		Corporate Communication	K3	Lecture	Chap 3, CR1
18		Creating and Delivering good presentation	K7	Lecture	Chap 12, CR1
19-20		Presentation by students on Assignment 1			

### Assignment 1: Writing a Business Plan

#### Purpose

The purpose of this assignment is

- To broaden your knowledge of a specific topic
- To help you gain experience in gathering, interpreting, and documenting information, developing and organizing ideas and conclusions and communicating them effectively in the form of paper
- To apply the concept learnt in the class

#### Style

**Cover Page** – Your name and title should go on the first page immediately before the beginning of the text you have written

**Margin** – 1 inch

**Font** – Arial/ Times New Roman 10/12

**Spacing**- 1.5

#### Deadlines

What you must do	What you must produce	When it is due
1. Select an idea	A proposal paragraph	Friday of Second Week of the term
2. Prepare final draft of Business Plan	Soft copy of Business Plan	Friday of second last Week of the term
3. Presentation	Power point presentation	Last two sessions

#### Nature of the assignment

This assignment will be done in a team of 5 students

### Assignment 2: Book Review

Each student in the class will select a book and write review of that book and will submit hard copy of the same.

#### Style

**Cover Page** – Your name and title should go on the first page immediately before the beginning of the text you have written

**Margin** – 1 inch

### **Deadlines**

<b>What you must do</b>	<b>What you must produce</b>	<b>When it is due</b>
1. Select a book	Book name with details such as author and publisher	Friday of Second Week of the term
2. Write a book review	Hard copy of Book review	Friday of second last Week of the term

### **Description of Mid Term and End Term Examination**

Situation/ Application based questions will be asked to check how much you are able to apply the knowledge you have learnt in the class room.

### **Plagiarism**

We are committed to upholding the highest standards of academic integrity and honesty. Plagiarism in any form is unacceptable and will be treated seriously. All such cases will be referred to the appropriate body of the Institute for suitable disciplinary action.