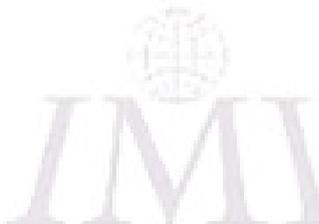


# **Business Communication Skills I**

## **(GM 501)**



**PGDM 2018-20**  
**Term I**

*Shaping global leaders for tomorrow*

**Prof. Kapil Pandla**  
kapilpandla@imibh.edu.in

# INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR

Post Graduate Diploma in Management (PGDM)

Business Communication Skills I (GM 501)

CREDIT: Full (two credits)

SESSION DURATION: 60 Minutes

TERM: I

YEAR: 2018-2019

FACULTY: Dr. Kapil Pandla

Telephone: 0674-3042109

E-Mail: kapilpandla@imibh.edu.in

Office hours: 9.30 AM – 5.30 PM

## Course Introduction

This course on Business Communication Skills- I will help the students become aware of their strengths and weaknesses in the area of what is broadly termed as communication skills and sensitize them to their potential to become successful business leaders. Through discussions, activities and exercises, these courses 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, giving effective presentations, etc. Communication is a tool 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.

## Learning Outcomes

### Knowledge:

On completion of the course, the students will be able to understand:

- K1: Communication fundamentals
- K2: Barriers to Communication
- K3: Non-verbal communication
- K4: Use of technology in communication
- K5: Organisational Communication
- K6: Storytelling

### Skills:

- S1: Oral Communication Skills
- S2: Reading Skills
- S3: Telephonic Conversation Skills
- S4: Public Speaking
- S5: Networking Skills

<b>Evaluation Scheme</b>	Class Participation	10
	Word Diary	10
	Assignment	20
	Mid Term	20
	End Term	40
	Total	100
<b>Pedagogic tools</b>	Lecture, Discussions, Exercises, Role Plays, Business Games	

**Session Plan:**

S. No	Date	Topic	Learning Outcome	Pedagogy & Activities	Pre-Reading/Pre-Viewing
1		Introduction to the course and its relevance. Fundamentals of Communication	K1	Lecture ,	<b>BOOK:</b> Chapter 2 CR # 1
2		Fundamentals of Communication; Channels, forms and dimensions of communication	K1	Lecture,	<b>BOOK:</b> Chapter 2 CR # 1
3-4		Nonverbal Communication	K3	Role play Activity : Identification of Various emotions behind facial expressions exhibited by office workers followed by discussion and analysis	<b>BOOK:</b> Chapter 5, CR 1  <b>WEB:</b> <a href="http://www.cio.com/article/2451808/careers-staffing/facial-expressions-test.html">http://www.cio.com/article/2451808/careers-staffing/facial-expressions-test.html</a>  <b>VIDEO:</b> <a href="https://www.youtube.com/watch?v=TD884DI-kLc">https://www.youtube.com/watch?v=TD884DI-kLc</a>  <b>VIDEO:</b> <a href="https://www.youtube.com/watch?v=QOkrS1v7Ywk">https://www.youtube.com/watch?v=QOkrS1v7Ywk</a>

4		Oral communication <ul style="list-style-type: none"> <li>• Characteristics;</li> <li>• Usage;</li> <li>• Issues &amp; challenges;</li> <li>• Overcoming issues: diction,</li> </ul>	K1S1	Lecture	<b>BOOK:</b> Chapter 15 CR # 2
5		Barriers to effective communication	K2	Discussion and analysis activity;  Role play	<b>BOOK:</b> Chapter 2 CR # 1
6-7		Interview <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>	K1S1	Lecture  Role Plays	<b>Chap 17, CR#1</b>
8		Group Discussion <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>	K1S1	Lecture  Exercise	<b>Chap 17, CR#1</b>
9		Organisational communication and problems	K4	Discussion Activity after case study	Class situation based exercise
10		Effective communication Technology	K5	Discussion	Chap 17, CR#2  <a href="https://www.youtube.com/watch?v=mNm202mb6zY">https://www.youtube.com/watch?v=mNm202mb6zY</a>
11		Reading Critical Reading Exercises	S2	Lecture Effective Reading skills; Critical Reading	<b>WEB:</b> <a href="http://www.skillsyouneed.com/learn/effective-reading.html">http://www.skillsyouneed.com/learn/effective-reading.html</a> <a href="http://www.skillsyouneed.com/learn/critical-reading.html">http://www.skillsyouneed.com/learn/critical-reading.html</a> <b>VIDEO:</b> <a href="https://www.youtube.com/watch?v=kcW4ABcY3zI">https://www.youtube.com/watch?v=kcW4ABcY3zI</a>
12-13		Voice exercises	S1	Class exercise	<b>WEB:</b> <a href="https://www.theatrefolk.com/freebies/vocal-exercises.pdf">https://www.theatrefolk.com/freebies/vocal-exercises.pdf</a> <b>VIDEO:</b> <a href="https://www.youtube.com/watch?v=8wmCeQ146tU">https://www.youtube.com/watch?v=8wmCeQ146tU</a>
14-15		Social Conversation skills and Networking	S1S5	Role Plays	<b>VIDEO:</b>

					<a href="https://www.youtube.com/watch?v=vbMGirlw8BM">https://www.youtube.com/watch?v=vbMGirlw8BM</a>
16		Telephonic skills	S3	Role Plays	<b>Exercises</b>
17-18		Public Speaking Fundamentals	K1 S4	Lecture & Exercise	<b>WEB:</b> <a href="http://www.skillsyouneed.com/rhubarb/mindful-presenting.html">http://www.skillsyouneed.com/rhubarb/mindful-presenting.html</a> <b>VIDEOS:</b> <a href="https://www.youtube.com/watch?v=zJkMZwAXWbY">https://www.youtube.com/watch?v=zJkMZwAXWbY</a> <a href="https://www.youtube.com/watch?v=HCn9m9aHx9A">https://www.youtube.com/watch?v=HCn9m9aHx9A</a>
19		Story Telling	K6S4	Lecture & Exercise	<b>Class Notes and Exercise</b>
20		Extempore	S4	Exercise	<b>Topics will be given in the class</b>

#### Course Readings (CR)

1. Business Communication – Connecting at work; By Hory Sankar Mukherjee Oxford second impression 2013
2. Business Communication- Connecting in a Digital World by Rayomd Lesikar et.al., McGraw Hill, 13ed
3. Business Communication Today by Courtland L. Bovee, John V. Thill, Barbara E. Schatzman, Hardcover: 730 pages, Publisher: Prentice Hall. 2011 edition
4. Basic Managerial Skills for All, By E H McGrath, S.J, 840 pages, Publisher: Prentice Hall India, 9<sup>th</sup> Edition 2014
5. Business Communication- Concepts, Cases & Applications by Chaturvedi & Chaturvedi,
6. Business Communication by Shalini Verma, Vikas Publishing, Second Edition
7. B COM By Lehman, Dufrene, Sinha, Cengage, 2e, 2016

#### RUBRICS for Word Diary (New Words)

##### Scoring Rubric for New Words Diary (To be checked regularly followed by a Viva)

Level Of Achievement	New Word Diary
<b>Exemplary</b>	Filling of 5 new words daily with their meanings, and making sentences using them. No errors and can use the new words in conversation. Excellent handling of Q & A about the words.
<b>Very Good</b>	Demonstration of adequate understanding of new words and their usage. A high level, but not excellent, regularity in filling up the word diary. Sufficient usage of new words in conversation and written down pieces.
<b>Good</b>	An okayish effort in maintaining the diary and learning new words but could have been much better.
<b>Needs Improvement</b>	An irregular and uninterested effort.
<b>Exposed</b>	An underwhelming effort.

## Assignment-- Develop Audio Video Role Play

### Purpose

The purpose of this assignment is

- a) To develop oral communication skills
- b) To understand importance of working in teams

What you must do	What you must produce	When it is due
1. Select a topic	A proposal paragraph	Friday of Second Week of the term
2. Prepare final AV role play	AV role play	Friday of second last Week of the term

### Nature of the assignment

This assignment will be done in a team of 4 students

### 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.

### Make up Examination

As per IMI rules mentioned in Student's Handbook

### Grading Policy

As per IMI policy