

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: 2020-2021

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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: Transactional Analysis

Skills:

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

| Evaluation Scheme | Component | Learning Outcome | Marks |
|-------------------|--|------------------|-------|
| | Class Participation | S1S4S5 | 10 |
| | Word Diary | K1S1 | 10 |
| | Assignment | K2K3K4S1S4S5 | 20 |
| | Mid Term | K1K2K3K4 | 20 |
| | End Term | K1K2K3K4K5K6 | 40 |
| | Total | | 100 |
| Pedagogic tools | Lecture, Discussions, Exercises, Role Plays, Business Games, Communication Lab | | |

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 , | BOOK: Chapter 2 CR # 1 |
| 2 | | Fundamentals of Communication; Channels, forms and dimensions of communication | K1 | Lecture, | BOOK: Chapter 2 CR # 1 |
| 3 | | Nonverbal Communication | K3 | Role play Activity : Identification of Various emotions behind facial expressions exhibited by office workers followed by discussion and analysis | BOOK: Chapter 5, CR 1 WEB: http://www.cio.com/article/2451808/careers-staffing/facial-expressions-test.html VIDEO: https://www.youtube.com/watch?v=TD884DI-kLc VIDEO: https://www.youtube.com/watch?v=QOkrS1v7Ywk |
| 4 | | Oral communication • Characteristics; • Usage; • Issues & challenges; • Overcoming issues: diction, | K1S1 | Lecture | BOOK: Chapter 15 CR # 2 |
| 5 | | Barriers to effective communication | K2 | Discussion and analysis activity; Role play | BOOK: Chapter 2 CR # 1 |
| 6-7 | | Interview • Interview: types & purpose; • Preparing for job interview; • Skills for effective interviewing; • Practice session; | K1S1 | Lecture Role Plays | Chap 17, CR#1 Communication Lab |
| 8 | | Group Discussion • Types & purpose; • What is assessed; • How to prepare; • Skills for effective group discussion; | K1S1 | Lecture Exercise | Chap 17, CR#1 Communication Lab |
| 9 | | Organisational communication and problems | K4 | Discussion Activity after case study | Case Study: TBA |

| | | | | | |
|-------|--|---|-------|--|---|
| 10 | | Effective communication Technology | K5 | Discussion | Chap 17, CR#2 https://www.youtube.com/watch?v=mNm202mb6zY |
| 11 | | Reading Critical Reading Exercises | S2 | Lecture Effective Reading skills; Critical Reading | WEB: http://www.skillsyouneed.com/learn/effective-reading.html http://www.skillsyouneed.com/learn/critical-reading.html VIDEO: https://www.youtube.com/watch?v=kcW4ABcY3zl |
| 12-13 | | Voice exercises | S1 | Class exercise | WEB: https://www.theatrefolk.com/freebies/vocal-exercises.pdf VIDEO: https://www.youtube.com/watch?v=8wmCeQ146tU |
| 14-15 | | Social Conversation skills and Networking | S1S5 | Role Plays | VIDEO: https://www.youtube.com/watch?v=vbMGirlw8BM |
| 16 | | Telephonic skills | S3 | Role Plays | Exercises |
| 17-18 | | Public Speaking Fundamentals | K1 S4 | Lecture & Exercise | WEB: http://www.skillsyouneed.com/rhubarb/mindful-presenting.html VIDEOS: https://www.youtube.com/watch?v=zJkMZwAXWbY https://www.youtube.com/watch?v=HCn9m9aHx9A |
| 19 | | Transactional Analysis | K5 | Lecture | Class Notes |
| 20 | | Extempore | K6 | Exercise | - |

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, 9th 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 |
|----------------------|--|
| Exemplary | 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. |
| Very Good | 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. |
| Good | An okayish effort in maintaining the diary and learning new words but could have been much better. |
| Needs Improvement | An irregular and uninterested effort. |
| Exposed | An underwhelming effort. |

Assignment: Audio Video Role Play

Purpose

The purpose of this assignment is

- a) To broaden your knowledge of a specific topic
- b) 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
- c) To apply the concept learnt in the class

Role Play

Team has to create an Audio-Video Role Play of minimum 10 minutes and maximum 15 minutes

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. Submission of Audio Video file | AV File | Friday of second last Week of the term |

Scoring Rubric for Assignment

| Level of Achievement | AV File |
|----------------------|--|
| Exemplary | <ul style="list-style-type: none">•Addresses the issues.•Presents arguments in a logical order.•Uses acceptable style and grammar (no errors).•Backs conclusions with data and warrants |

| | |
|--------------------------|--|
| Very Good | <ul style="list-style-type: none"> •Does not address the issue explicitly, although does so tangentially. •States a relevant and justifiable presentation. •Presents arguments in a logical order. •Uses acceptable style and grammar {one or two error(s)}. |
| Good | <ul style="list-style-type: none"> • Address the issue ambiguously • Presents arguments in a less logical order. •• Fails to use acceptable style and grammar (two or more errors). |
| Needs Improvement | <ul style="list-style-type: none"> •Does not address the question. •States no relevant answers. •Indicates misconceptions. •Is not clearly or logically organized. |
| Exposed | Many things mentioned above are missing and contents are unrelated /irrelevant |

Nature of the assignment

This assignment will be done in a team of 5 students

Plagiarism

We are committed to upholding the highest standards of academic integrity and honesty. Plagiarism is the use of or presentation of ideas, works that are not one's own and which are not common knowledge, without granting credit to the originator. You may refer the already available content just for your reference and to get the basic ideas. Only 20% of such content is acceptable, above that comes under the definition of Plagiarism which is unacceptable in IMI 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 rules mentioned in Student's Handbook