



Post Graduate Diploma in Management (PGDM)  
Business Communication Skills I (GM 501)

CREDIT: Full (two credits)  
SESSION DURATION: 60 Minutes  
TERM: I  
YEAR: 2021-2022

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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	20
	Assignment	K2K3K4S1S4S5	30
	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 ,	<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		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>  <b>Communication Lab</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>  <b>Communication Lab</b>
9		Organisational communication and problems	K4	Discussion Activity after case study	Case Study: TBA
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=kcW4ABcY3zl">https://www.youtube.com/watch?v=kcW4ABcY3zl</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		Transactional Analysis	K5	Lecture	<b>Class Notes</b>
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, 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: Audio Video Role Play

### 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

### 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
<b>Exemplary</b>	<ul style="list-style-type: none"><li>•Addresses the issues.</li><li>•Presents arguments in a logical order.</li><li>•Uses acceptable style and grammar (no errors).</li><li>•Backs conclusions with data and warrants</li></ul>
<b>Very Good</b>	<ul style="list-style-type: none"><li>•Does not address the issue explicitly, although does so tangentially.</li><li>•States a relevant and justifiable presentation.</li><li>•Presents arguments in a logical order.</li><li>•Uses acceptable style and grammar {one or two error(s)}.</li></ul>
<b>Good</b>	<ul style="list-style-type: none"><li>• Address the issue ambiguously</li><li>• Presents arguments in a less logical order.</li><li>•• Fails to use acceptable style and grammar (two or more errors).</li></ul>
<b>Needs Improvement</b>	<ul style="list-style-type: none"><li>•Does not address the question.</li><li>•States no relevant answers.</li><li>•Indicates misconceptions.</li><li>•Is not clearly or logically organized.</li></ul>
<b>Exposed</b>	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