



FIRST SEMESTER 2019-2020

Course Handout (Part II)

Date: 01/08/2019

In addition to part-I (General Handout for all courses appended to the timetable) this portion gives further specific details regarding the course.

Course No. : GS F221
Course Title : Business Communication
Instructor-in-charge : Prof. M.G.Prasuna

Scope and objective of the course

The scope of the course covers important aspects of managerial communication- both oral and written. The main objective of the course is to enhance students' communication skills, both oral and written, required for various managerial activities such as conducting and participating in interviews, group discussions, team presentations, public speaking, conducting meetings, etc.

Textbook

1. Raman, Meenakshi and Prakash Singh. 2006. Business communication. New Delhi: Oxford University Press.

Reference Books

1. Ober Scot.2004. Contemporary Business Communication. Fifth Edition. Delhi: Biztantra
2. Lesikar and Flatley. 2005. Basic Business Communication. Tenth Edition. New Delhi: Tata McGraw Hill.
3. Bovee Courtland, L. et. al . 2003. Business Communication Today. Ninth Edition. Delhi: Pearson Education.
4. Chaturvedi P.D. and Mukesh Chaturvedi.2004.Business Communication: Concepts, Cases and Applications. Delhi: Pearson Education.

Course Plan

Lecture No.	Learning objectives	Topics to be covered	Chapter in the Text Book
1-2	Comprehend the principles of Communication.	Managerial Communication – An overview	Ch 1
3	Discuss the significance and use effective non-verbal communication	Non-verbal communication	Ch.2
4-6	Apply strategies of effective	Effective listening	Ch 3

	listening		
7-12	Prepare and carry out individual presentations	Business presentations and public speaking	Ch 4
13-16	Analyze the underlying principles of interpersonal communication and participate in interviews	Interpersonal Communication and Interview Skills	Ch 5 and 7)
17-18	Develop a perspective on Corporate Communication	Business correspondence	Ch. 8
			Ch 8
19-20	Understanding the functions of meeting and conferences	Meetings and conferences	Ch 11
21-23	Develop the skills of group discussion	Group discussions	Ch 12
24-32	Take part in team presentations	Team presentations	Ch.12
33-37	Develop the required skills	Advertising, conflict management, negotiation	Ch 14
38-40	Discuss and analyse the strategies of communication	Strategies, crisis communication, cross-cultural communication	Ch 16
41	Build the abilities of persuasion	Persuasive strategies in Business Communication	Ch 17
42	Develop the required skills in communication Technology	Formatting of text in MS Word and Documentation / Referencing	Class work

Evaluation Scheme:

Component	Duration	Weightage (%)	Date & Time	Nature of Component
Mid Semester Exam	90 Mins.	30	30/9, 3.30 -- 5.00 PM	Closed Book
Assignment I	1 hour	15		Open book
Assignment II	1 hour	15		Open book
Comprehensive Exam	3 Hours	40	5/12 AN	Closed book

Chamber Consultation Hour: To be announced in the class.

Notices: All notices pertaining to this course will be displayed on CMS and HSS notice board.

Make-up Policy: Prior Permission is must and Make-up shall be granted only in genuine cases based on individual's need, circumstances. The recommendation from chief warden is necessary to request for a make-up.

Academic Honesty and Integrity Policy:

Academic honesty and integrity are to be maintained by all the students throughout the semester and no type of academic dishonesty is acceptable.

M.G.Prasuna
INSTRUCTOR IN CHARGE