

**Course Code: HSC102B**

**Course Title: Business Communication and Presentation Skills**

**Course Leader:**

**ROOPA .S.PATIL**

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# Course Details

- **Programme:** B Tech
- **Course:** Business Communication and Presentation Skills
- **Directorate:** Transferable Skills and Leadership Development
- **Director:** Mr. Jyothi Shankar.G ([director.tsld@msruas.ac.in](mailto:director.tsld@msruas.ac.in))

# Why this Course

## The Objectives of this course are to :-

- Help the student achieve success through effective Business Communication skills
- Prepare the student for communication challenges at Work place
- Make the student understand brand management , customer relations ,consumer behaviour ,advertising etc.,
- Improvise the student's writing,listening,speaking and reading skills
- Train the students to prepare work plans ,reports for an effective presentation
- To build knowledge on various channels for communication .
- To impart strategic communication skills using various types of visual aids

# Course Aim and Summary

- This Course deals with essentials of business communications and presentation skills. Students are taught writing, listening, speaking and reading skills. Considerable emphasis is on communication process, communicating in teams and effective listening. Students are trained to prepare work plans, reports and to make effective presentations.

# Course Intended Learning Outcomes

After undergoing this Course students will be able to:

- Explain the process of communication
- Apply the steps involved in communication
- Demonstrate verbal and non-verbal communication as appropriate in a presentation
- Compose correct sentences according to the context
- Devise precise paragraphs for effective message transmission

# Course Content

Introduction to Business Communication, Communication Process & Barriers, Communication Channels & Directions, Non-verbal Communication, Barriers to Communication, Presentation Skills, Word Formation, Vocabulary and Crossword, Sentence Construction, Paragraph Development, Precise Writing

# Method of Evaluation

- There are two components for evaluation in this Course:
- **Component – 1: One assignment: 50% weight**
- **Component - 2 : Semester End Examination :50% weight**
- A 1½ hour duration semester end examination will be conducted for maximum marks of 50 .
- A minimum averages of 40% marks from components 1 and 2 is required for a pass. It is mandatory to appear for the Semester End Examination.

# Method of Assessment

The assessment questions are set to test the learning outcomes. In each component certain learning outcomes are assessed. The following table illustrates the focus of learning outcome in each component assessed:

Intended Learning Outcome	1	2	3	4	5
Component-1			X		X
Component-2	X	X		X	X

Component 1& 2 will be moderated by a second examiner.



# References

## a. Essential Reading

1. Class Notes
2. Hory Sankar Mukerjee,(2013),Business Communication, Oxford University Press
3. Kavita Tyagi and Padma Misra, (2011), Professional Communication, PHI, New Delhi
4. Bovee, Courtland L, Thills, John V, Schatzman, Barbara E (2006), Business Communication Today, 7<sup>th</sup> edition, Pearson education
5. Kroehnert, Gary (2004), Basic Presentation Skills, Tata McGraw Hiull

## b. Recommended Reading

1. Sathya Swaroop Debashish and Bhagaban Das, (2014), Business Communication, PHI, New Delhi
2. Wilfred Funk, (2009), Six Weeks to Words of Power, W R Goyal Publishers, New Delhi
3. Norman Lewis (2014), Word Power Made Easy, W R Goyal Publishers, New Delhi
4. Collins, (2012), Quick Cross Word, Puzzler Media, UK
5. George Yule, (2008), Oxford Practice Grammar, Oxford University Press, New York

# References contd....

6. Young, Dona J (2006) Foundations of Business Communications: An Integrated Approach, Tata McGraw Hill
7. Locker, Kitty O, Kaczmarek, Stephen Kyo (2007) Business Communication: Building Critical Skills, 3<sup>rd</sup> edition, Tata McGraw Hill
8. Chaturvedi P, D Chaturvedi, Mukesh (2006) Business Communication Concepts, Cases and Applications, Pearson
9. Lesikar, Raymond V, Flatley, Marie E, Rentz, Kathryn, Pande, Neerja (2002) Business Communication: Making Connections in a Digital World, 9<sup>th</sup> edition, Tata McGraw Hill
10. Kaul, Asha (2007) Effective Business Communication, Prentice Hall India
11. Bienvenu, Sherron (2008) The Presentation Skills Workshop, Prentice Hall

## c. Magazines and Journals

- 1 .Prabandhan: Indian Journal of Management
2. Journal of Marketing Management

# Course Delivery Schedule (Training)

Number of Course Credits: 2

Lecture No.	Date	Time	Day	Topic	Delivered By
0	21/8/2017	3:45-4:45	Monday	Ice Breaking	Ms.Roopa
1	24/8/2017	2:45-3:45	Thursday	Sentence Construction	Ms.Roopa
2	28/8/2017	3:45-4:45	Monday	Sentence Construction	Ms.Roopa
3	31/8/2017	2:45-3:45	Thursday	Sentence Construction	Ms.Roopa
4	4/9/2017	3:45-4:45	Monday	Sentence Construction	Ms.Roopa

# Course Delivery Schedule (Training)

Lecture No.	Date	Time	Day	Topic	Delivered By
5	7/9/2017	2:45-3:45	Thursday	Introduction to 7C's of Business Communication	Ms.Roopa
6	11/9/2017	3:45-4:45	Monday	Introduction to 7C's of Business Communication	Ms.Roopa
7	14/9/2017	2:45-3:45	Thursday	Channels, Types and Process of Communication	Ms.Roopa
8	18/9/2017	3:45-4:45	Monday	Channels, Types and Process of Communication	Ms.Roopa

# Course Delivery Schedule (Training)

Lecture No.	Date	Time	Day	Topic	Delivered By
9	21/9/2017	2:45-3:45	Thursday	Directions of Communication	Ms.Roopu
10	5/10/2017	2:45-3:45	Thursday	Barriers to Communication	Ms.Roopu
11	12/10/2017	2:45-3:45	Thursday	Paragraph Development	Ms.Roopu
12	16/10/2017	3:45-4:45	Monday	Precis Writing	Ms.Roopu
13	19/10/2017	2:45-3:45	Thursday	Non-verbal Communication	Ms.Roopu

# Course Delivery Schedule (Training)

Lecture No.	Date	Time	Day	Topic	Delivered By
14	23/10/2017	3:45-4:45	Monday	Non-verbal Communication	Ms.Roopa
15	26/10/2017	2:45-3:45	Thursday	Conversation Skills	Ms.Roopa
16	30/10/2017	3:45-4:45	Monday	Extempore	Ms.Roopa
17	2/11/2017	2:45-3:45	Thursday	Extempore	Ms.Roopa
18	13/11/2017	3:45-4:45	Monday	Presentation Preparation	Ms.Roopa
19	16/11/2017	2:45-3:45	Thursday	Presentation Delivery	Ms.Roopa

# Course Delivery Schedule (Training)

Lecture No.	Date	Time	Day	Topic	Delivered By
20	20/11/2017	3:45-4:45	Monday	Presentation Delivery	Ms.Roopa
21	23/11/2017	2:45-3:45	Thursday	Presentation Delivery	Ms.Roopa
22	27/11/2017	3:45-4:45	Monday	Revision	Ms.Roopa
23	30/11/2017	2:45-3:45	Thursday	Revision	Ms.Roopa

# Lectures



# Lectures: 1-4

## Sentence Construction

At the end of the Lecture students will be able to :

- Identify different types of sentences and their usage
- Identify factors affecting vocal delivery of messages
- Construct correct sentences to aid effective communication

# Lectures: 5-6

## Introduction to Business Communication

At the end of the Lecture students should be able to

- Describe the basics of communication
- Comprehend modern business communication
- Demonstrate improved communication skills
- Apply 7 C's for effective communication

# Lecture No: 7,8

**At the end of Lecture students should be able to:**

- Explain the key terminologies of the communication process/loop
- Identify communication channels and their usage
- Explain different types of communication
- Discuss the styles of communication

# Lecture No: 9

**At the end of Lecture students should be able to:**

- Explain different directions of Business Communication Flow
- Explain objectives of directions of Business Communication
- Identify limitations to directions of communication

# Lecture 10

## Barriers to Communication

At the end of the Lecture students should be able to

- Identify various barriers to communication
- Recognize the challenges in communicating across cultures
- Exhibit effective verbal and non-verbal communication

# Lecture 11

## Paragraph Development

At the end of the Lecture students will be able to:

- Comprehend the importance of effective paragraph development
- Construct well structured, cohesive paragraphs
- Demonstrate appropriate writing skills

# Lecture 12

## Precis Writing

At the end of this Lecture students will be able to:

- Summarize the given text in a brief, clear and concise manner
- Develop effective written documents
- Demonstrate the art of condensation

# Lecture 13,14

## Non-verbal Communication

At the end of the Lecture the students will be able to:

- Identify the effects of non-verbal cues on communication
- Interpret non-verbal cues during various conversations
- Demonstrate appropriate non-verbal communication during varied situations of communication



# Lecture 15

## Conversation Skills

At the end of the Lecture students will be able to:

- Identify the levels in casual and business conversation
- Practise assertive conversations
- Apply conversation techniques for effective communication

# Lecture 16,17

## Extempore

At the end of the Lecture students will be able to:

- Identify the pre-requisites for an Extempore speech
- Prepare an effective Extempore speech
- Practise Extempore speech

# Lecture 18

## Presentation Skills - Preparation

At the end of this Lecture, students will be able to:

- Identify the factors affecting presentation
- Discuss the advantages and challenges of presentation
- Practise the steps involved in creating an effective presentation
- Prepare an effective presentation

# Lecture 19,20

## Presentation Skills - Delivery

At the end of this lecture, students will be able to:

- Identify the nuances involved in the delivery of presentation
- Demonstrate appropriate body language while making presentation
- Practise the steps involved in delivering a presentation