



BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, PILANI

INSTRUCTION DIVISION

FIRST SEMESTER 2016-2017

Course Handout (Part II)

Date: 02/08/2016

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 : SUSHILA SHEKHAWAT

1. Scope and objective of the course

The main objective of the course is to enhance both the oral and written the communication skills of the students, required for various managerial activities such as conducting and participating in interviews, discussing in groups, presenting in teams, speaking in public, giving instructions, conducting meetings, etc..It would enable the students to understand and demonstrate the use of proper and advanced writing techniques that today's technology demands including anticipation and audience reaction.

2. Textbook

Raman, Meenakshi and Prakash Singh. Second edition.2012. Business communication. New Delhi: Oxford University Press.

3. Reference Books

R1.Ober Scot.2004. Contemporary Business Communication. Fifth Edition. Delhi: Biztantra

R2.Lesikar and Flatley. 2005. Basic Business Communication. Tenth Edition. New Delhi: Tata McGraw Hill.

R3.Bovee Courtland, L. et. al . 2008. Business Communication Today. Ninth Edition. Delhi: Pearson Education.

R4.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 | Textbook Reference |
|-------------|---------------------|----------------------|--------------------|
|-------------|---------------------|----------------------|--------------------|





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|-------|---|--|--------------------------|
| 1-3 | Communication networks, roles of a manager | Managerial Communication – An overview | Ch 1 |
| 4 | Miscommunication, strategies for effective communication | Managerial Communication- An Overview | Ch 1 |
| 5-6 | Forms of non-verbal communication, significance, interpretation, tips for effectiveness | Non-verbal communication | Ch.2 |
| 7-9 | Basics , introduction, main text, conclusion, controlling nervousness | Business presentations and public speaking | Ch 4 |
| 10-13 | Practice and evaluation of individual presentations | -----do----- | Ch 4 |
| 14 | Definition, Types, Conversation: Strategies | Interpersonal Communication | Ch 5 |
| 15-16 | Practice through situations | Interpersonal Communication | Ch 5 |
| 17 | Instruction: Written and oral | Interpersonal Communication | Ch 6 |
| 18 | Oral Practice through situations, | Interpersonal Communication | Ch 6 |
| 19-20 | Interview: Types, preparation Planning, strategies | | Ch 7 |
| 21-24 | Practice | -do- | -do- |
| 25 | Principles, types of business messages | Business correspondence | Ch. 8 Reading Assignment |
| 26 | Written practice | -----do----- | Ch 8 |
| 27-28 | Planning, leading, strategic issues, minutes, web conferencing | Meetings and conferences | Ch 11 |
| 29-30 | Practice | -----do----- | Ch 11 |
| 31 | Methodology, guidelines | Group discussions | Ch 12 |





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| 32-33 | Practice in topic and case study GDs | -----do----- | Ch 12 |
| 34 | Basics, coordination, strategies | Team presentations | Ch.12 |
| 35-36 | Practice | Team presentations | Ch 12 |
| 37 | Technology Enabled communication | | Ch 14 Reading Assignment |
| 38-39 | Advertising, conflict management, negotiation | Persuasive strategies in business Communication | Ch 16 |
| 40 | Strategies, crisis communication, cross-cultural communication | Corporate communication | Ch 17 |

5. Reading assignments: Chapters 3, 5, 6, 9, 14, of the textbook

6. Evaluation Scheme

| EC. No. | Components | Duration | Weightage | Date & Time | Nature of component |
|-------------|------------|------------------|-----------|---------------------|---------------------|
| Mid sem | | 90 mts. | 30 | 5/10 8:00 - 9:30 AM | |
| CB | | Assignments (4)* | | 35 | |
| OB | | | | | |
| Compre Exam | | 3 hrs. | 35 | 6/12 AN | OB/CB |

*** Assignments**

| | |
|--------------------------------------|---------------------------------|
| 1. Professional / Team presentations | 10 [8+2 (Questions, defense)] |
| 2. Case study(take home) | 5 |
| 3. Group Discussion | 10 [8+2 (Comments, discussion)] |
| 4. Interview | 10 |
| | ---- |
| | 35 |

7.Make-up policy: Make Up- subject to prior permission.

8.Chamber Consultation Hour: To be announced in the class.

Instructor-in-charge
GS F221

