



**BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, PILANI**

**INSTRUCTION DIVISION**

**FIRST SEMESTER 2015-2016**

**Course Handout (Part II)**

Date: 3/08/2014

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	active listening , Significance, obstacles, guidelines	Effective listening	Ch 3 Reading Assignment
8-9	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
21-22	practice	-do-	-do-
23	Principles, types of business messages	Business correspondence	Ch. 8 Reading Assignment
24	Written practice	-----do-----	Ch 8
25-26	Planning, leading, strategic issues, minutes, web conferencing	Meetings and conferences	Ch 11





27-28	Practice	-----do-----	Ch 11
29	Methodology, guidelines	Group discussions	Ch 12
30-32	Practice in topic and case study GDs	-----do-----	Ch 12
33	Basics, coordination, strategies	Team presentations	Ch.12
34-36	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 CB		90 mts.	30	6/10 2:00 - 3:30 PM	

Assignments (4)*			35		OB
Compre Exam	3 hrs.		35	4/12 FN	OB/CB

**\* Assignments**

1. Professional / Team presentations	10 [8+2 (Questions, defense)]
2. Resume	5
3. Group Discussion	10 [8+2 (Comments, discussion)]
4. Interview	10
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	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**





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