

BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, PILANI  
INSTRUCTION DIVISION  
Second SEMESTER 20182019  
Course Handout (Part II)

Date: 1 January, 2025

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. : GSF 221  
Course Title : Business Communication  
Instructor-in-charge : Dr. Aruna Lolla

1. Scope and objective of the course

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, discussing in groups, presenting in teams, speaking in public, giving instructions, conducting meetings, etc.

2. Textbook

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

3. Reference Books

- (i) Ober Scot. 2004. Contemporary Business Communication. Fifth Edition. Delhi: Biztantra
- (ii) Lesikar and Flatley. 2005. Basic Business Communication. Tenth Edition. New Delhi: Tata McGraw Hill.
- (iii) Bovee Courtland, L. et. al. 2003. Business Communication Today. Ninth Edition. Delhi: Pearson Education.
- (IV) 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
1-2	Comprehend the principles of Communication.	Managerial Communication –National and International Contexts	Ch 1
3	Discuss the significance and use effective non-verbal communication	Non-verbal communication	Ch.2
4-6	Apply strategies of effective listening	Effective listening	Ch 3 Reading Assignment
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(Class Work)

17-18	Develop a perspective on Corporate Communication	Business correspondence	Ch. 8 Reading Assignment
			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 Communication : 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 Reading Assignment
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	Communication Technology Formatting of text in MS Word and Documentation / Referencing	Class Work using Laptops

#### 5. Evaluation Scheme:

Component	Duration	Weightage (%)	Date & Time	Nature of Component
Mid Semester Exam	90 Mins.	25	TBA	Closed Book
Class Participation	Regular class	10	TBA	TBA
Assignments	--	10+15	TBA	TBA
Comprehensive Exam	3 Hours	40	TBA	Open Book

**6. Chamber Consultation Hour:** To be announced in the class.

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

**8. 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.

**9. 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.

**Aruna Lolla**  
**Instructor In Charge**