



**First Semester 2018-2019**

**Instruction Division  
Course Handout (Part II)**

Date: 02/08/2018

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** : **PUSHP LATA**

**1. Scope and objective of the course**

The main objective of the course is to enhance both the oral and written 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 Objective	Topics to be covered	Reference	Learning Outcome
1-3	Communication networks, roles of a manager.	Nature, scope and significance of communication	Ch 1 (Text Book)	Familiarize the students with the fundamental traits of communication at the workplace.
4.	Miscommunication, strategies for effective communication	Managerial Communication-An Overview	Ch 1	Understand the different levels and types of communication, and successfully dealing with the barriers arising out of miscommunication
5-6.	Forms of non-verbal communication, significance, interpretation, tips for effectiveness	Non-verbal communication	Ch 1	Acquainted with the forms and types of Non-Verbal communication and also its significance in professional situations as well as business presentations



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7-15	Basics , introduction, main text, conclusion, controlling nervousness	Business presentations and public speaking	Ch 4	Training them to be successful Professional presenters
16	Definition, Types, Conversation: Strategies	Interpersonal Communication	Ch 5	Understanding the techniques of different types of conversations
17.	Instruction: Written and oral	Interpersonal Communication	Ch 6	Familiarize them with the skill to impart both oral and written instructions in specific situations.
18.	Practice through situations,	Interpersonal Communication	Ch 6	Enabling each student to participate in conversations in specific situations
19-25	Interview: Types, preparation Planning, strategies		Ch 7	Training them to become successful in Job Interviews.
26-27	Principles, types of business messages	Business correspondence	Ch. 8 Reading Assignment	Making them understand the nuances of different types of business correspondence
28-30	Planning, leading, strategic issues, minutes, web conferencing	Meetings and conferences	Ch 11	Know the specific techniques required for planning and organizing meetings and conferences
31-36	Methodology, guidelines	Group discussions	Ch 12	Understand the traits of successful group discussions by allowing each student to participate in groups in both Topic as well as case studies.
37-38	Basics, coordination, strategies	Team presentations	Ch.12	Training them in team presentations with the help of specific situations.
39.	Advertising, conflict management, negotiation	Persuasive strategies in business Communication	Ch 16	Understanding advertising and other forms of persuasive communication with a special focus on specific techniques employed in communication.



40.	Strategies, crisis communication, cross-cultural communication	Corporate communication	Ch 17	Identifying the strategies of crisis communication and also understanding the communication across cultures.
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**5. Reading assignments: Chapters 3, 5, 6, 9 of the textbook**

**6. Evaluation Scheme**

EC.No.	Components		Duration	Date & Time	Weightage	Nature of Component
1	Mid Sem		90 mts.	13/10 2:00 - 3:30 PM	30%	CB
2	Assignments	No	Type		Total 35%	OB/ CB
					Marks	
		1	Professional Presentations		10(8 + 2)	
		2	Case Study(take home)		5	
		3	Group Discussion		10(8+2)	
		4	Interview		10	
3	Comprehensive	3hrs		12/12 FN	35%	OB

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

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

**9. Closed Book Test:** No reference material of any kind will be permitted inside the exam hall.

**10. Open Book Exam:** Use of any printed / written reference material (books and notebooks) will be permitted inside the examination hall. Loose sheets of paper will not be permitted. No exchange of material will be allowed.

**Instructor In charge  
GS F221**