

**Name of Institute: Indus Institute of Management Studies  
(IIMS)Name of Faculty: Ms. Drishta Barot**

**Course code: IMB0202**

**Course name: Communication for managers**

Pre-requisites: H.S.C

Credit points: 3

CreditsOffered

Semester: II

### **Course Lecturer (weeks 01 – 15)**

Full name: Drishta Barot

Department with siting location:

ManagementTelephone: 6351087689

Email:[drishtabarot.mba@indusuni.ac.in](mailto:drishtabarot.mba@indusuni.ac.in)

Consultation times: 2.00 PM to 4.00 PM

Students will be contacted throughout the Session via Mail with important information relating to this Course.

### **Course Objectives**

- To enable students to communicate both orally and in writing clearly.
- To improve their verbal and non-verbal communication style.
- To make the students understand the role of communication in personal & professional success and develop awareness of appropriate communication strategies.
- To help the students explore different kinds of communication technologies.

### **Course Outcomes (CO)**

- CO1: Students will be able to create a semantic map to organize ideas of writing.
- CO2: Students will develop knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively with others.
- CO3: Students will be able to make reasoned and coherent presentations.
- CO4: Students will be able to use business writing skills effectively for personal and professional purposes.
- CO5: Students will be able to identify the advantages and challenges of communicating using technology.
- CO6: Students will be able to prepare for Interview Tactics.

### **Course Outline**

## **Unit-I**

### **Communication Models and Technology**

- Communication Theories and Models (Aristotle's model, Information Theory, Interaction Theory, Transaction Theory process)
- Modern Technology and Communication (Globalisation of Business, Role of Information Technology, Internet, Mobile, Tele-conferencing, Video-conferencing, Multimedia)

## **Unit-II**

### **Business Letters**

- Writing techniques (Writing effective sentences, Developing logical paragraphs, Drafting and Editing business letters)
- Principles and structure of Business letters (Letters regarding quotations, offers and orders, Essential characteristics of a Good Business Letter, Structure of a Business Letter)
- Agency Correspondence (Types of Agents, Guidelines in writing Letters about Offering/Granting an Agency, Guidelines for the Firm Applying for an Agency)

## **Unit-III**

### **Internal and External Communication**

- Communicating through E-mails (Types of email writing, Format of email writing in English, professional tips of email writing format)
- Recruitment and employment Correspondence (An overview of Employment Procedure, Advertisement for a situation, Structure of the application for a post, Specimen Employment Correspondence)
- Memo writing (How to write a memo, uses of a memo)
- Report writing (Purpose of Business Report, Types of reports, Steps in writing Long reports, Characteristics of a Good Report)

## **Unit-IV**

### **Business Application**

- Group Discussion (Leadership, GD protocol, discussion techniques, listening)
- Interviews (Different types of Interviews, what does a job Interview assess?, focus on job Interviews, strategies for success at Interviews, answers to common Interview Questions)
- Presentation Skills (What is a presentation?, Preparing a presentation, Delivering a presentation)

### **Method of delivery**

Lectures, PPT, case studies, experiential exercises, Active Learning Techniques.

### **Study time**

Three hours per week

**CO-PO Mapping (PO: Program Outcomes)**

	PO1	PO2	PO3	PO4	PO5	PO6
<b>CO 1</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>3</b>
<b>CO 2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 3</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>1</b>
<b>CO 4</b>	<b>-</b>	<b>-</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>3</b>
<b>CO 5</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>1</b>	<b>2</b>
<b>CO 6</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>

**Blooms Taxonomy and Knowledge retention (For reference)**

(Blooms taxonomy has been given for reference)

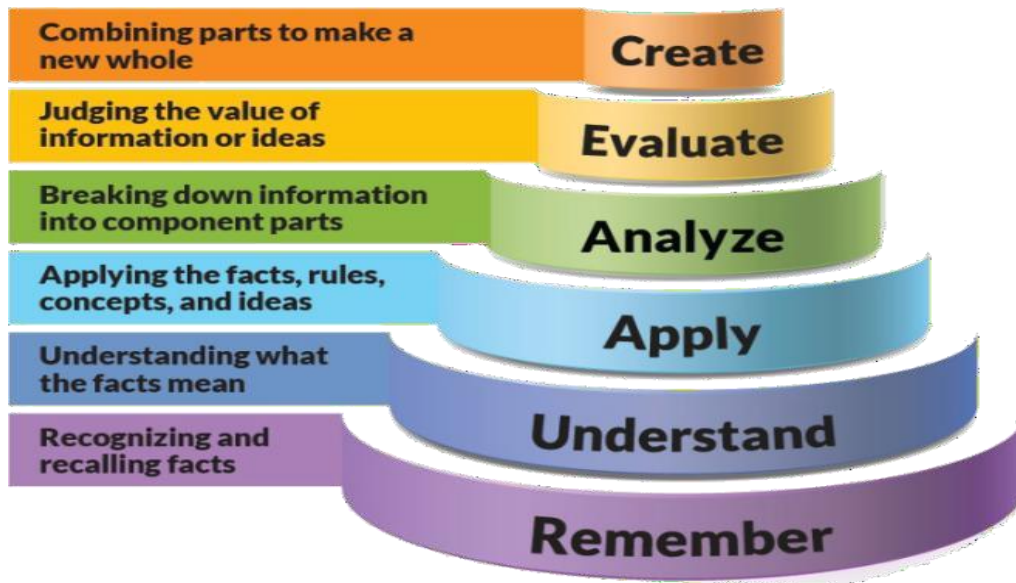
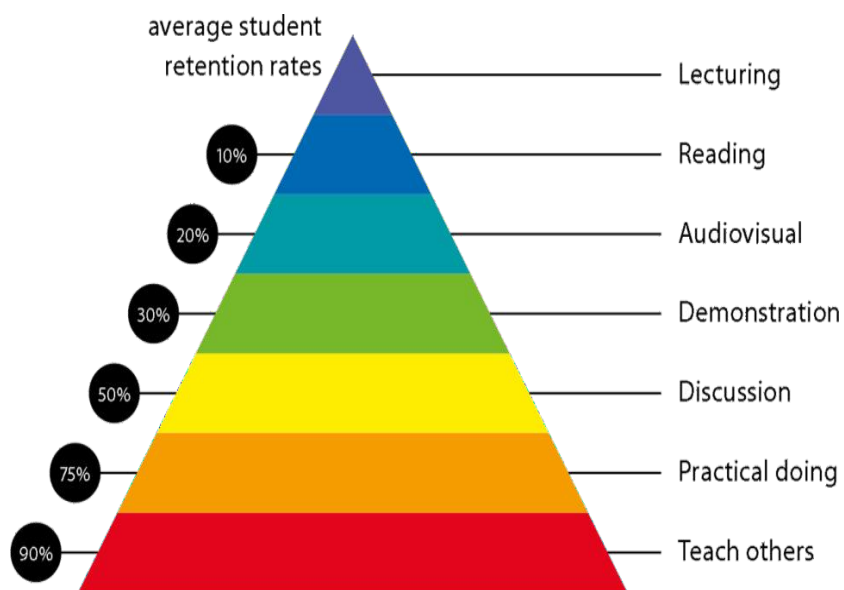


Figure 1: Blooms Taxonomy

Figure 2: Knowledge retention



## Graduate Qualities and Capabilities covered

(Qualities graduates harness crediting this Course)

General Graduate Qualities	Specific Department of _____ Graduate Capabilities
<b>Informed</b> Have a sound knowledge of an area of study or profession and understand its current issues, locally and internationally. Know how to apply this knowledge. Understand how an area of study has developed and how it relates to other areas.	<b>1 Professional knowledge, grounding &amp; awareness</b>
<b>Independent learners</b> Engage with new ideas and ways of thinking and critically analyze issues. Seek to extend knowledge through ongoing research, enquiry and reflection. Find and evaluate information, using a variety of sources and technologies. Acknowledge the work and ideas of others.	<b>2 Information literacy, gathering &amp; processing</b>
<b>Problem solvers</b> Take on challenges and opportunities. Apply creative, logical and critical thinking skills to respond effectively. Make and implement decisions. Be flexible, thorough, innovative and aim for high standards.	<b>4 Problem solving skills</b>
<b>Effective communicators</b> Articulate ideas and convey them effectively using a range of media. Work collaboratively and engage with people in different settings. Recognize how culture can shape communication.	<b>5 Written communication</b>
	<b>6 Oral communication</b>
	<b>7 Teamwork</b>
<b>Responsible</b> Understand how decisions can affect others and make ethically informed choices. Appreciate and respect diversity. Act with integrity as part of local, national, global and professional communities.	<b>10 Sustainability, societal &amp; environmental impact</b>

## Lecture/tutorial times

Lecture	Monday	10:50 – 11:45 am	LH-35
Lecture	Wednesday	10:50 – 11:45 am	LH- 35
Lecture	Friday	10:50 – 11:45 am	LH-35

## Attendance Requirements

The University norms states that it is the responsibility of students to attend all lectures, tutorials, seminars and practical work as stipulated in the Course outline. Minimum attendance requirements as per university norms is compulsory for being eligible for mid and end semester examinations.

## Details of referencing system to be used in written work

### Textbooks

- Business Communication concepts and skills by T.N.Chhabra.
- Fundamentals of Business Communication by Chaturvedi & Chaturvedi
- Business Communication by V.K. Jain and OmprakashBiyani.
- Business Communications - Principles to Practice by Mathukutty M Manipally- Tata McGraw Hill Education.

### Additional Materials (Reference Books)

- Business Communication Skills by Meeta Ghosh
- English Grammar by Wren & Martin

## ASSESSMENT GUIDELINES

Your final course mark will be calculated from the following:

Example:	
Presentation	10%
Assignment	5%
Group discussion	5%
Mid semester	40%
Final exam ( <i>closed book</i> )	40%

## SUPPLEMENTARY ASSESSMENT

Students who receive an overall mark less than 40% in mid semester or end semester will be considered for supplementary assessment in the respective components (i.e mid semester or end semester) of semester concerned. Students must make themselves available during the supplementary examination period to take up the respective components (mid semester or end semester) and need to obtain the required minimum 40% marks to clear the concerned components.

### Practical Work Report/Laboratory Report:

A report on the practical work is due the subsequent week after completion of the class by each group.

### Late Work

Late assignments will not be accepted without supporting documentation. Late submission of the reports will result in a deduction of -% of the maximum mark per calendar day

### Format

All assignments must be presented in a neat, legible format with all information sources correctly referenced. **Assignment material handed in throughout the session that is not neat and legible will not be marked and will be returned to the student.**

### Retention of Written Work

Written assessment work will be retained by the Course coordinator/lecturer for two weeks after marking to be collected by the students.

### **University and Faculty Policies**

Students should make themselves aware of the University and/or Faculty Policies regarding plagiarism, special consideration, supplementary examinations and other educational issues and student matters.

**Plagiarism** - Plagiarism is not acceptable and may result in the imposition of severe penalties. Plagiarism is the use of another person's work, or idea, as if it is his or her own - if you have any doubts at all on what constitutes plagiarism, please consult your Course coordinator or lecturer. Plagiarism will be penalized severely.

***Do not copy the work of other students.***

***Do not share your work with other students (except where required for a group activity or assessment)***



**Course schedule ( subject to change)**

**(Mention quiz, assignment submission, breaks etc as well in the table under the Teaching Learning Activity Column)**

Week #	Topic & contents	CO Addressed	Teaching Learning Activity (TLA)
Weeks 1	Communication Theories and Models – Introduction + Aristotle’s model	CO1 & CO2	Lecture
Weeks 2	Information Theory, Shannon-Weaver model, lasswell model, Interaction Theory, Transaction Theory process)	CO1 & CO2	Lecture
Week 3	Modern Technology and Communication Globalisation of Business, Role of Information Technology	CO1, CO2 & CO3	Lecture
Week 4	Internet, Mobile, Email	CO1, CO5 & CO4	Lecture
Week 5	Tele-conferencing, Video-conferencing, Multimedia	CO1, CO5 & CO4	Lecture
Week 6	Presentation + Writing techniques (Writing effective sentences, Developing logical paragraphs, Drafting and Editing business letters)	CO3 & CO4	Lecture
Week 7	Principles and structure of Business letters (Letters regarding quotations, offers and orders, Essential characteristics of a Good Business Letter, Structure of a Business Letter)	CO3 & CO4 & CO1	Lecture

	Week 8	Agency Correspondence (Types of Agents, Guidelines in writing Letters about Offering/Granting an Agency, Guidelines for the Firm Applying for an Agency)	CO4 & CO1	Lecture
	Week 9	Communicating through E-mails (Types of email writing, Format of email writing in English, professional tips of email writing format)	CO4 & CO1	Lecture
	Week 10	Recruitment and employment Correspondence (An overview of Employment Procedure, Advertisement for a situation, Structure of the application for a post, Specimen Employment Correspondence)	CO4 & CO5	Lecture
	Week 11	Mid - Term	-	Lecture
	Week 12	Memo writing (How to write a memo, uses of a memo) Report writing (Purpose of Business Report, Types of reports, Steps in writing Long reports, Characteristics of a Good Report)	CO4 & CO1	Lecture
	Week 13	Group Discussion (Leadership, GD protocol, discussion techniques, listening) Interviews (Different types of Interviews, what does a job Interview assess?, focus on job Interviews, strategies for success at Interviews, answers to common Interview Questions)	CO1 & CO6	Lecture
	Week 14	Presentation Skills (What is a presentation?, Preparing a presentation, Delivering a presentation)	CO3	Lecture

	Week 15	Group discussion plus revision	CO3	Lecture
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