

**DR MPS GROUP OF INSTITUTIONS
COLLEGE OF BUSINESS STUDIES, AGRA**

INSTRUCTIONAL PLAN

Faculty : A. K. Jain

ALLOCATED LECTURES ARE BASED ON STUDENT INTERACTION AND PARTICIPATION. SESSIONS REQUIRED MAY VARY, DEPENDING ON CLASS ATTENDANCE AND STUDENT INVOLVEMENT.

First Semester: _August 2018

Course Title: __Communication for Management

Textbook: (Book Bank – Given to Student)

1. Business Communication – Concepts, Cases and Applications, P D Chaturvedi Mukesh Chaturvedi , Pearson.

Other specific books:(Reference)

1. Communication for Business, Shirley Taylor, Pearson
2. Communication for Management, Urmila Rai & S. M. Rai, Himalaya Publication
3. Essentials of Business communication, Rajendra Pal & J.S. Korlahalli, Sultan Chand

Other readings:

S.No.	Journal/Magazine articles as compulsory readings
1.	Reliance India Limited(RIL) new Business Pangs, Business World,January 2015 volume 33, issue36
2.	India has High Potential for High Economic Growth’,interview of Alan Krueger, former president of Barack Obama’s Council of Economic advisers, as scripted by Shailesh Menon, Business World,January 2015 volume 33, issue36.
3.	Big Bazar Joins Hands with MobiKwik Wallet, The Economic Times, New Delhi, Saturday27 June 2015

Detailed Plan for Lectures.

Lecture No. Each Lecture of min. 45 minutes duration	Topic	Chapters/ Sections of Textbook/ other reference ¹	Assignment/ Task to be assigned to students		Pedagogical aid Demonstration/ case study/ images/ animations etc.
			DOA	DOS	
1	Introduction, Overview of communication: what is communication; characteristics of communication; Purpose of communication- Information, advice, order, suggestion, persuasion, education, warning, motivating; Importance of communication (internal communication and external communication);	Ch1 & Ch2, Ch EC2 (R3)			https://www.youtube.com/watch?v=ygdit17G90

2-3	The process of communication; models of communications - linear, Aristotle's, Shannon-Weaver, Lasswell's model;	Ch2			https://www.youtube.com/watch?v=q6u0AVn-NUM	
4	Barriers to communication – semantic(denotation; connotation; abstracting; slanting; inferring); physical barriers; psychological barriers (attitude; emotions; closed mind; conflicting goals; source; receiver's consciousness; poor retention; cultural diversity);	Ch2			https://www.youtube.com/watch?v=MT1HgRcdiws	
5-6	organizational barriers (delays, filtering and editing, over-dependence, internal rivalries, communication culture, cross culture differences –language; values; concept of time/space) dealing with communication barriers – organizational efforts, personal efforts;	Ch 1 & 2	A		Case Study – to be given by faculty	
7-9	seven 'C'(principles of communication) –clarity of thoughts and clarity of expression; correct and credible; completeness; conciseness; consideration; courtesy; correctness	Ch 1& Ch EC10 (R3)			Case Study – to be given by faculty	Faculty discretion
10	communication across different cultures, Basic forms of communication; communication media – verbal (written and oral),	Ch 2 / Ch 1				
11-12	Non-verbal – characteristics; components/types Paralanguage, kinesics, body language, listening, proxemics, chronemics; etc.;	Ch 8 & EC6 (R3)			https://www.youtube.com/watch?v=Nhg1_6NdDf0 https://www.youtube.com/watch?v=Ppzqe9SdD2c Demonstration OPTIONAL – At faculty discretion	
13	Communication flow and structure in organization: organization structures; formal vs. informal; formal communication: downward communication flow – objective; merit and limitation, Upward flow - objective; merit and limitation,	Ch 3 & Ch EC4 (R3)	A		https://www.youtube.com/watch?v=3FfaPhCKZew	
14-16	Horizontal communication –	Ch 3 & Ch			3-Dpresentation	

	importance; merits and limitations, Diagonal communication - importance; merits and limitations. Informal communication: Grapevine - single strand; gossip; cluster; probability; merits and demerits/limitations of grapevine.	EC4 (R3)			OPTIONAL – At faculty discretion	
17-18	Oral Communication vs. Written communication; merits and demerits of oral and written communication; essentials of effective oral communication; using non-verbal communication to make oral presentation effective.	Ch7&Ch8, Ch 4(R2) & Ch EC3 (R3)				
19	listening; introduction; importance; barriers to effective listening; approaches to listening, improving listening (as speaker and as receiver)	Ch 7 , Ch EC6(R3)			https://www.youtube.com/watch?v=A18OIX8tvXI	
20-21	Written communication: purpose and importance; writing style; principles of effective writing.3x3 writing process,	Ch 4 & Ch EC10 (R3)	A			
22	writing process (planning, drafting, revising, formatting, proof reading),	Ch 5 & lecture handouts			OPTIONAL – At faculty discretion	
23-24	Employment communication: Introduction to application letters – types – solicited and unsolicited; qualities of well –written application letters; letter plan – opening paragraph – middle paragraph-closing section	Ch 12 & Ch ER 1 (R3)				
25-27	Résumé/Curriculum Vitae – Introduction-CV vs. Résumé; purpose of CV; types formulating your career plan; planning your CV; structuring the CV; content of the CV; Electronic CV; Do’s and Don’ts of CV writing.	Ch 12 & Ch ER 1 (R3)	A		Class exercise	
28-30	Group discussion: Introduction-definition; characteristics; advantages; types (based on method, based on nature of topic-factual; abstract; case-based); participating in GD – role of group leader; role of participants; GD techniques (skills evaluated; body language; discussion techniques)	Ch 6 (R2) & Lecture handouts	A		Mock drill https://www.youtube.com/watch?v=YY2yjEEoB3U	
31-32	Interview: Introduction; types(employment; performance appraisal; counselling; disciplinary;	Ch OC3 (R3)			https://www.youtube.com/watch?v=z6qlHaBlfvc	

	persuasive); planning an interview; conducting an interview; ethics of interview; candidate's preparation; interviewer's preparation.				Simulation – at faculty discretion	
33	Impact of technological advancement on business communication: early development of communication technology; merits and demerits of IT; revolutionary electronic innovation- the internet and the intranet- teleconferencing; videoconferencing.	Ch EL1, EL2 & EL3 (R3)			Video play - optional	
34-35	Business letters: Introduction; types(good news-routine-persuasive-bad news); planning a letter – organizational approaches; layout – structure(parts)-style(format).	Ch 5 & Ch BC2,BC3 (R3)				
36	enquiries; quotations; replies; orders-execution-defective-delay-inability to execute orders	Ch BC3,BC5 (R3) Lecture demo samples				
37	credit – granting-refusing-trade and bank references; complaints and adjustments; collection letters	Ch BC6, (R3) Lecture demo samples			OPTIONAL – At faculty discretion	
38	sales letter.	ChBC10, (R3) Lecture demo samples				
39	Reports: Introduction; purpose; types – formal/informa-short/long/proposal/lateral/vertical-internal/external-periodic-functional.	Ch. 6 & Ch WC 1 (R3) Lecture demo samples				
39-40	Framework of a report – elements (transmittal letter-title & fly page-abstract-table of contents-list of illustrations-executive summary-glossary and list of symbols-appendix-text of report; writing a report; structuring the report; concluding the report.	Ch. 6 & Ch WC 1 (R3) Lecture demo samples				
41	Group communication: Introduction to group dynamics; group decision making	Lecture discussion				
41-42	meetings (importance; types;	Lecture				

	planning a meeting (why; when; who; what; where); drafting notice – agenda- minutes-resolution – memorandum.	demo samples Ch OC 4 (R3)				
43	Media management: press release (features; format; layout; checklist); press conference (preparing; conducting)	Ch WC7(R3) Class Discussion				
44	Business Etiquette: self preparation; conversational skills (introducing yourself; exchanging business cards; shaking hands; paying complements; responding to complements)	Ch. 13				
44-45	agreeing and disagreeing; interruption); telephone and email etiquette	Ch.13				
45	basic table manners – adopting to other cultures.	Lecture demo and discussion	A			
46	Presentation skills: Introduction; speech purposes; techniques of speaking(manuscript-memory-impromptu- extempore).	Lecture simulation Ch 10 & Ch OC 7 (R3)			Video Play	
47	preparing(length; style);Organizing(opening; core statement; body; summary); nonverbal dimensions; using visual aids(tabulated data-line graphs-bar charts-Gantt charts-pie charts-pictograms- cartograms-flowcharts-computer graphics).	Lecture simulation & Ch 10 & Ch OC 7 (R3)				

Details of Assignments Planned: (Sample – actual assignment may differ in content and context)

Assignment No.	Details	Nature of Assignment	Expected outcome
1	Choose an editorial from the opinion page of a newspaper (Hindi/English). Underline the words that are denotative; circle the words that are connotative. Discuss the impact of the connotative words and whether the combination of denotative and connotative words is effective.	Critical thinking, Reading & Comprehension	Appreciation and understanding of concepts and problems in communication.
2	Find an advertisement online for a position in which you have some interest. (As a last resort you may write your own ad if you can't find an appropriate one, but it must be realistic). Write a cover letter applying for that position. Be sure that your assertions about your self are true, are backed up by adequate concrete evidence, and are clearly linked to attributes required for the job. Since correct spelling, punctuation and grammar are crucial to projecting a credible image of yourself,	Practical	Learn and understand basics of writing a sellable cover letter. Learn to review her/his cover letter in terms of: <ul style="list-style-type: none"> 1) Strategy: Is the letter appropriate for the job described 2) Content: Does the introduction provide an overview of the contents of the letter? Have you provided

	<p>pay special attention to those aspects of the letter. (There will be a peer editing session for the cover letter).</p> <p><i>Note: please submit the ad with the final draft of the cover letter. If you have a resume, give that as well – it will help the class to judge and learn if you have overlooked anything that might be a good selling point.</i></p>		<p>concrete evidence to back up your claims? Have you stressed what you can do for the company rather than what the company can do for you? Does your last paragraph outline” next steps” as appropriate.</p> <p>3) Style & Tone: Are paragraph coherent and sentences concise?</p> <p>4) Mechanics: Is letter free from spelling, punctuation, and grammatical mistakes?</p> <p>5) Format and design: Have you used the correct business letter format?</p>
3	<p>Apply 03 or 04 of the seven ‘C’s discussed, as a criteria for evaluating several different kind of publications.(1) Do your analysis of one of the publication/document. (2) Have another member of the class analyze the same document. (3) Compare results before reporting to the class on where you agree or where you disagree. You may select your document from the following list or select one on your own:</p> <ul style="list-style-type: none"> ➤ An annual report of a company ➤ Magazine as Business World ➤ A story from a popular magazine ➤ A letter from the chairperson in a company ➤ A chapter/topic from the text book provided from book bank. 	Understanding reasons of poor writing.	Applications of seven ‘C’s in making your communication effective.
4	<p>Writing a letter refusing a claim. Writing a letter rejecting a job applicant.</p>	Practical/Analytical	Development of analytical skills and writing effective letters.
5	<p>Writing to head office, a recommendation-justification report concerning a foreign country investment.</p>	Practical/Analytical	To understand the coherence between theoretical and practical ways of communicating persuasively and effectively

Scheme for Class Assessment: (out of 100) :

Component	Frequency	Marks out of 100
Attendance	Continuous	20
Quiz	Two	10
Case Study (evaluative)	Two	20
Term paper/Sessional Tests/Internal Exams	Two	20
Assignments	Three	30

P.S.:

No class notes will be given (only handouts when deemed necessary will be given), as all the classes will be based on analytical interaction. Students are expected to come prepared in class with their own understanding and notes written by them based on suggested chapter readings.