



विद्यया ऽ मृतमश्नुते  
भा. प्र. सं. इन्दौर  
IIM INDORE

# Indian Institute of Management Indore

## Executive Post Graduate Program in E-GOVERNANCE

2013-14

Title of the Course: BUSINESS COMMUNICATION

Credits: 3

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### COURSE DESCRIPTION

Communication plays a significant role in good governance. As the key aspect of governance is to make citizens, leaders and public institutions relate to one another, proficiency in communication – both written and oral – paves path towards overall success.

The course, therefore, enhances understanding of the role of communication in e-governance and helps participants master skills needed to achieve as potential managers. It ensures that the participants are exposed to effective business usage, grammar and style, and various forms of business writing. In the realm of oral communication, the course strives to polish the skills that play decisive role in intra-organization as well as inter-organizational working.

### COURSE OBJECTIVES

This course has following objectives:

- To make participants understand the importance of effective communication in a business setting.
- To polish Standard English skills used in writing and speaking.
- To assist participants emerge as effective communicators in varied business roles.

### PEDAGOGY

Lectures, Discussions, Team Activities, Role Plays, Classroom Activities and Presentations.

### EVALUATION

Classroom Assignments	:	40%
Presentation	:	30%
End-term	:	30%



## SCHEDULE OF SESSIONS:

### Module 1: Business Communication: an Overview

**Module Objective(s):** To set the perspective of the course and to put forward various factors that play significant role in a communication situation

**Sessions 1 and 2** Communication: a Holistic viewpoint

- ① **Readings:** Bovee Courtland L., Thill, John V., and Chatterjee, Abha, (2011), Chapter 1 *Achieving Success Through Effective Business Communication, Business Communication Today*, Tenth Edition, Pearson Education, Noida, pp. 02 -33

**Session 3** Elements of effective Communication

- ② **Readings:** Dumbrava, G. & Koronka, A. (2008). *Basic Aspects of Effective Business Writing Annals of the University of Petrosani Economics*, Volume 8, Issue 1, p 171-176.

### Module 2: Basics of written communication

**Module Objective(s):** To discuss the basic ingredients of effective writing

**Session 4** Developing your writing skills: choosing the right words

- ③ **Readings:** Ober, Scot (2009), Chapter 4 *Writing with Style: Individual Elements, Contemporary Business Communication*, Fifth Edition (Indian Adaptation), Houghton Mifflin, New Delhi pp. 126-137.

**Session 5** Writing effective sentences: Taking care of grammatical accuracy

- Readings:** Ober, Scot (2009), Chapter 4 *Writing with Style: Individual Elements, Contemporary Business Communication*, Fifth Edition (Indian Adaptation), Houghton Mifflin, New Delhi pp. 137-141.

**Session 6** Paragraph Writing

- Readings:** Ober, Scot (2009), Chapter 4 *Writing with Style: Individual Elements, Contemporary Business Communication*, Fifth Edition (Indian Adaptation), Houghton Mifflin, New Delhi pp.141-146.

### Module 3: Written communication (advanced skills)

**Module Objective(s):** To put the learning of the module II in practice and to develop the skill of coherent writing

**Session 7** Writing e-mails and Memo

- ④ **Readings:** *Everyday Writing: Memos, Letters and e-mails*, Harvard Business Review, 6907BC

**Session 8** Differentiating varied messages: Good /bad news/persuasion



- 5 Readings: Guffey, Mary Ellen (2001) Unit IV Negative, Persuasive and special messages, Fifth Edition, South-Western College Publishing, Ohio pp. 166 -190 and 222 - 242

#### Module 4: Oral Communication at Workplace

##### Module Objective(s):

- To polish listening and nonverbal skills of the participants
- To put forward the principles of oral communication in making routine oral communication more effective

- 6 **Session 9** Listening Skills and Nonverbal Communication  
Readings: Gary Gerard, Leveraging the power of Nonverbal Communication Harvard Management Communication Letter article, C0404C-Pdf-Eng  
Joseph A., Devito, (2004) Chapter 8 Nonverbal Messages, The Interpersonal Communication Book, Tenth Edition, United States of America, Harper Collins College Publishers, pp. 180 - 210
- 7 **Session 10** Interpersonal Communication  
Readings: Murphy, Herta A., Hildebrandt, Herbert W. and Thomas Jane P. (2008) Chapter 16 Strategies of successful Interpersonal Communication, Effective Business Communication, Seventh edition, Tata Mcgraw Hill, New Delhi. pp. 446 - 468
- 8 **Session 11** Meeting Management  
Readings: Checklist for conducting a perfect meeting, Harvard Management Update, U9607D
- 9 **Session 12** Presentation Skills  
Readings: Effective Business Presentations, Harvard Business School, July 1990, 9-391-011 PDF- ENG
- 10 **Session 13** Developing Feedback Skills  
Readings: Jackman, Jay M, and Strober, Myra H. Fear of Feedback, Harvard Business Review, April 2003, R0304H
- Session 14 and 15** Group presentations
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