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| **Program: Bachelor of Management Studies (2023-24)** | **Semester: I** |
| **Course: Presentations & Communication Techniques** | **Course Code:**  |
| **Teaching Scheme** | **Evaluation Scheme** |
| **Lecture (Hours per week)** | **Practical (Hours per week)** | **Tutori al (Hours****per week)** | **Credit** | **Continuous Assessment (CA)** **(Marks - 20)** | **Semester End Examinations (SEE)**  **(Marks- 30****in Question Paper)** |
| 2 | - | - | 2 |  20 | 30 |
| **Learning Objectives:** |
| 1. To familiarize the learner with the methods of communication for effective functioning in an organisation. 2.To help the learner understand the significance of effective communication in the corporate world3.To acquaint the learner with rapidly changing communication technology4.To facilitate development of the learner’s soft skills required for successful professional life |
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| **Course Outcomes:**After completion of the course, learners would be able to:**CO1:** Enhance his/her communication skills to meet the challenges of the professional world and achieve success in his/her professional goals and contribute to the growth of the organization he/she is employed with**CO2:** Demonstrate effective presentation skills effective for employability.**CO3:** Analyze the different scenarios where communication is made between individuals or group of people and identify the barriers in communication and how to overcome them**CO4:** Develop written communication skills of email/letter writing. |
| **Outline of Syllabus: (per session plan)** |
| **Module** | **Description** | **No of Hours** |
| **1** | **Theory of Communication and Methods of Communication** | **05** |
| **2** | **Problems in Communication/ Barriers to Communication & Listening skills** | **04** |
| **3** | **Personnel Correspondence** | **04** |
| **4** | **Language and Writing Skills** | **02** |
| **5** | **Activity based learning****Presentations****Developing Listening/Writing skills** | **15**  |
|  | **TOTAL**  | **30** |
|  | **The course will be taught through theory and case studies** |  |
| **Module** | **Topic** | **No. of Hours/Credits** |
| **Module 1** | **Theory of Communication:** Concept of Communication:Models of Communication – Linear / Interactive/ Transactional/; Shannon and Weaver. Meaning, Definition, Process, Need, Feedback; Emergence of Communication as a key concept in the Corporate and Global world **Methods of Communication:** Verbal and Non-Verbal | **05 hours** |
| **Module 2** | **Problems in Communication/ Barriers to Communication:** Physical or Environmental, Semantic or Language, Socio-Cultural and Psychological Barriers; Ways to Overcome these Barriers**Listening**: Importance of Listening Skills; Obstacles to Listening; Cultivating Effective Listening Skills  | **04 hours** |
| **Module 3** | **Personnel Correspondence:** Job Application and Resume | **04 hours** |
| **Module 4** | **Language and Writing Skills:**Email etiquette | **02 hours** |
| **Module 5** | **Activity based learning****Presentations****Developing Listening/Writing skills** | **15 hours** |
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**Suggested Reading:**

A Handbook Of Commercial Correspondence. (1992). *Ashley,A.* Oxford University Press. .

Alien, R. (1970). *Organisational Management through Communication. .*

Balan, K. a. ( 1996). *Effective Communication.* New Delhi: Beacon .

Benjamin, J. (1993). *Business and Professional Communication Concepts and Practices.* New York: Harper Collins College Publishers.

Bovee Courtland, L. a. (1989). *Business Communication.* New York, Taxman: McGraw Hill Publication.

Frailley, L. (1982). *Handbook of Business Letters, Revised Edn.* Prentice Hall Inc.

French, A. (1993). *Interpersonal Skills.* New Delhi: Sterling Publishers.

H., W. F. (2012). *Soft Skills Training: A Workbook to Develop Skills for Employment.* London: Create Independent Pub.

Hamilton, C. (2011, 2008, 2005). *Communicating for Results: A Guide for Business and the Professions, Ninth Edition.* Wadsworth: Cengage Learning, Lyn Uhl.

Lesikar, R. V. (1994). *Business Communication: Theory and Application.* Ilinois.

Locker, K. O., & Kaczmarek, S. K. (2014). *Business Communication: Building Critical Skills, Sixth Edition.* New York, NY: McGraw-Hill/Irwin

Monarth, H. (2014). *Breakthrough Communication.* McGraw-Hill Education.

Mukerjee, H. S. (2012). *Business Communication: Connecting at Work.* Oxford University Press.

P. D. Chaturvedi, M. C. (2013). *Business Communication, Skills, Concepts, and Applications Third Edition.* Dorling Kindersley (India) Pvt. Ltd.

Quintanilla, K. M., & Wahl, S. T. (2017). *Business and Professional Communication, Third Edition.* Los Angeles: Sage.

## Total Marks allotted per course: 50 marks

## Details of Continuous Assessment (CA)

40% of the total marks per course.

Marks allotted for CA is **20 marks.**

Breakup of the 20 Marks is as follows:

|  |  |  |
| --- | --- | --- |
| **Continuous Assessment** | **Details** | **Marks** |
| **Component 1 (CA-1)**  | Internal class test (online or offline)* 2 Class tests will be taken for each course
* Marks scored will be computed as the Average of the marks scored by the learner in the 2 Class tests carrying 10 Marks each
 | **10 marks** |
| **Component 2 (CA-2)** | Presentations/Project Work/ Viva-Voce/ Book Review/ Field visit & its presentations/ Entrepreneurship Fair/ Documentary filming/ Assignments/ Group Discussions Etc. | **10 marks** |

## b) Details of Semester End Examination (SEE)

60% of the total marks per course.

Marks allotted for SEE is **30 Marks.**

Duration of examination will be **One Hour.**

**QUESTION PAPER FORMAT**

All Questions are compulsory

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| --- | --- | --- |
| **Question Number** | **Description** | **Total Marks** |
| Q1 | Essay type (Any 1 out of 2) | 10 |
| Q2 | Drafting of Job Application and Resume |  10 |
| Q3 | 1. Case Study
2. Email Etiquette
 | 10 (5+5) |
| **Total Marks** | **30** |



Signature Signature

(Program Chairperson & Vice Principal) (Principal)