



**Rationale:** Communication plays an essential role in all stages of life from informal conversation to the professional presentations. This course intends to develop all round managers with effective communication, professional as well as computer skills. This will prepare students for managerial positions at top national and international organizations. Also, it will be a roadmap for students to be a leader who direct the team to achieve organizational goal in an ethical way.

**Course Scheme:**

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		Theory		Practical		
			C	ESE (E)	PA(M)	ESE (V)	PA (I)	
0	0	4	4	0	0	90	60	150

**Course Outcomes:**

At the end of this course, students should be able:

Sr. No.	Course Outcomes
CO1	To understand human values, professional ethics and attributes of personality development.
CO2	To understand the importance of LSRW skills and etiquettes in effective business communication.
CO3	To practice impressive official correspondence with effective use of technology.
CO4	To demonstrate professional etiquettes and public speaking for a variety of context/situation.

**Course Content:**

Unit No.	Content	No. of Hours	Weightage (%)
1	<p><b>Effective Communication in Business</b> Importance and benefits of effective communication in Business, Seven C's of effective Communication, Attributes of Personality Building</p> <p><b>Listening Skills:</b> Definition, Types, Purposes for listening, Anatomy of poor listening, and Features of a good Listener.</p> <p><b>Speaking Skills:</b> Strategies for improving oral presentations, Ways of delivering oral message, Strategies for an effective oral delivery, Types of Managerial Speeches, Strategies for an effective nonverbal delivery and removing stage fear</p> <p><b>Reading Skills</b> Styles of Reading, Guidelines for Effective Reading, Efficient Reading</p> <p><b>Writing Skills</b></p>	12	30



	<p>Planning steps for effective writing, Formal Communication (Letter/E-mail) - Routine letters, Internal Communication, complaint letters, sales letters, collection/dunning letters &amp; Memos, Minutes of Meeting, Press Release, Persuasive written messages, Job applications &amp; resume, Writing Business Reports and Proposals</p>		
2	<p><b>Global Business Etiquettes</b></p> <p><b>Personal Appearance:</b> Formal Dressing, Casual Dressing, Accessories for Men &amp; Women, Footwear, General Appearance, What To Wear for Different Occasions. Using the Right Tone of Voice, Sounding Confident. Dealing with Body Odor, Dealing with Bad Breath, Using Perfume</p> <p><b>Work Place Etiquette:</b> Conversations at Work, Dealing with Colleagues, Difficult People and Issues Professionally; Dealing with Confidential Issues in the Office, Dealing with Ethical Dilemmas</p> <p><b>E-mail Etiquette:</b> E-mail Address, Subject Line, Salutation, Understanding of To, Cc and Bcc; Drafting an E-mail, Content (Body) of E-mail, Attachments, Importance of Signature, Privacy in E-mail (Reply to all), Timely Response to an E-mail.</p> <p><b>Office Party Etiquette (Networking Lunch/Dinner):</b> Attire, Attendance, Food &amp; Beverages, Conversations, Introductions</p> <p><b>Public Speaking Etiquette:</b> Speak hands-free, Inject Humor, Encourage Questions and Answers, Understand the power in a pause, Stay mindful of the sound of your own voice, Understand your audience</p> <p><b>Social Media Etiquettes:</b> Professional and Personal use of Various Social Media (WhatsApp, Facebook, Twitter, Instagram, LinkedIn, Quora, YouTube, etc.) Apps.</p>	12	30
3	<p><b>Microsoft Office Tools</b></p> <p><b>Microsoft Power Point:</b> Basic Skills, Creating a Presentation through Slide Master, Advance features of PP, Hyperlink, Applying special effects, Usage of smart Art, exporting outlines and slides etc.</p> <p><b>Microsoft Word:</b> Basic &amp; advance Features, Mail merge, referencing, Auto table, Editing formatting Shortcuts, Auto correct, Edit Wrap, Wrap text, list to table conversion, bullet to smart Art etc.</p> <p><b>Microsoft Excel:</b></p>	8	20



	Basic Skills and Functions, Formulas, Excel Charts, Excel workbook, Pivot tables and reporting, Inter sheet formula, Index match, V lookup, H lookup, Macros and VBA etc.		
	Basics of Microsoft Outlook, Publisher, Access, InfoPath		
<b>4</b>	<p><b>Human Values in Management Education:</b> Understanding Value Education, Self-exploration, Basic Human Aspirations, Morals, Values and Ethics-Integrity-Work Ethic-Civic Virtue</p> <p><b>Key Values of Human Being:</b> Respect for others – Living Peacefully – Caring – Sharing – Honesty - Courage- Cooperation - Commitment – Empathy – Self Confidence Character –Spirituality</p> <p><b>Human Being &amp; Co-existence:</b> Understanding Human Being as co-existence, Harmony in the Self, Body, Family, Society and Nature</p> <p><b>Human Values &amp; Professional Ethics</b> Universal Human Values &amp; Ethical Human Conduct, Professional Ethics, Vision for Holistic Technologies</p>	<b>8</b>	<b>20</b>
	<b>Total Hours/Marks:</b>	<b>40</b>	<b>90</b>

**Pedagogy:**

- ICT enabled classroom discussions
- Interactive sessions
- Practical / Live assignments
- Case studies

**Suggested Specification Table For External Assessment:**

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks (Assessment as per Revised Bloom's Taxonomy Level*)						Total Marks
			RM	UN	AP	AN	EL	CR	
I	Effective Communication in Business	12	0	7	20	0	0	0	27
II	Global Business Etiquettes	12	0	7	20	0	0	0	27
III	Microsoft Office Tools	8	0	0	18	0	0	0	18
IV	Human Values in Management Education	8	0	18	0	0	0	0	18
	<b>Total</b>	<b>40</b>	<b>0</b>	<b>32</b>	<b>58</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>90</b>

\*RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create



# GUJARAT TECHNOLOGICAL UNIVERSITY

Programme: Master of Business Administration

Semester: 1

Branch: International Business

Subject Name: Communication and Professional Skills

Subject Code: 2519302

**Note:** This specification table provides general guidelines to assist student for their learning and to teachers to teach and question paper designers/setters to formulate test items/questions to assess the attainment of the UOs. The actual distribution of marks at different taxonomy levels in the question paper may slightly vary from above table.

## Evaluation:

	Internal Evaluation (PA)	(Progressive Assessment- 30 Marks)
A	• Presentation	10 marks
	• Class Activities	10 marks
	• Class Presence & Participation	10 marks
B	Internal Viva-Voce Examination	(Internal Assessment-30 Marks)
C	External Viva-Voce Examination	(External Assessment-90 Marks)

## Suggested Learning Resources:

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Business Communication	Lesikar	McGraw-Hill Publishing
2	The Art & Science of Business Communication	P. D. Chaturvedi & Mukesh Chaturvedi	Pearson, Latest
3	B. Com (Business Communication)	Lehman	Cengage
4	Business Communication	Meenakshi Raman & Prakash Singh	Oxford University Press
5	Effective Business Communication	Murphy, Hildebrandt & Thomas	McGraw-Hill Publishing
6	MS Office Excel 2007	London Business School	Torben Lage Frandsen & Ventus
7	MS Office Excel 2007	MS Office PowerPoint 2007	Torben Lage Frandsen & Ventus
8	Human Values and Professional Ethics	R R Gaur, R Sangal & G P Bagaria	Excel Books Pvt. Ltd.
9	Professional Ethics and Morals	Prof. A. R. Aryasri, Dharanikota Suyodhana	Maruthi Publications
10	Indian Culture, Values and Professional Ethics	PSR Murthy	BS Publication
11	Professional Ethics and Human Values	A. Alavudeen, R. KalilRahman and M. Jayakumaran	Laxmi Publications

## Software / Learning Websites

1. Bulletin of the Association for Business Communication
2. Business Communication Quarterly
3. Journal of Business Communication
4. Communication World



**GUJARAT TECHNOLOGICAL UNIVERSITY**

**Programme: Master of Business Administration**

**Semester: 1**

**Branch: International Business**

**Subject Name: Communication and Professional Skills**

**Subject Code: 2519302**

5. Strategic Communication Management
6. Journal of Business and Technical Communication
7. Journal of Communication Management
8. Journal of Organizational Culture
9. Communication and Conflict
10. Journalism and Mass Communication Quarterly
11. Management Communication Quarterly
12. Strategic Communication Management
13. Technical Communication Quarterly
14. Harvard Business Review
15. Journal of Creative Communications
16. Business India / Business Today / Business World, University News
17. Journal of Business Communication
18. <https://nptel.ac.in/>
19. [www.coursera.org](http://www.coursera.org)

