



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Branch: International Business

Course / Subject Code: MB02093061

Course / Subject Name: Communications & Professional Skills

w. e. f. Academic Year:	2025-26
Semester:	2
Category of the Course:	Core Courses

Prerequisite:	Basic understanding of English language (verbal and written)
Rationale:	In the globalized business environment, effective communication across cultures, borders, and platforms is crucial for success. International business professionals must be equipped with interpersonal, presentation, negotiation, and intercultural communication skills to engage with global stakeholders. This practical course aims to strengthen these competencies, aligning with the needs of global markets and professional expectations.

Course Outcomes:

After completion of the course the student will be able to:

No	Course Outcomes	RBT Level
01	Understand the fundamentals of business communication, including verbal, non-verbal, intercultural, and professional communication in global business contexts.	Understand
02	Apply appropriate communication techniques in professional situations such as presentations, negotiations, meetings, and business writing for international audiences.	Apply
03	Analyze communication barriers and business situations to select effective communication strategies in cross-cultural and global business environments.	Analyze

Teaching and Examination Scheme:

Teaching Scheme					Examination Scheme						
(in Total Hours (TH) per semester)					Total Credits =TH/30	Assessment Pattern & Marks					Total Marks
L	T	PR	PBL*	TH		C	Theory		Tutorial / Practical		
							ESE(E)	PA(M)	PA(I)	PBL(I)	
0	0	60	0	60	2	0	0	50	0	50	100

* Problem Based Learning (PBL) aims to accommodate learning beyond syllabus as per clause 9.4 of NBA manual.

Course Content:

Unit No.	Content	No. of Hours	Marks
1.	Foundation of Effective Business Communication <ul style="list-style-type: none"> Essentials of communication in international business 	15	25



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Branch: International Business

Course / Subject Code: MB02093061

Course / Subject Name: Communications & Professional Skills

	<ul style="list-style-type: none"> • Communication process and elements • Verbal and Non-Verbal Communication: tone, articulation, body language • Listening and Interpersonal Communication • Cross-Cultural Communication: Cultural dimensions (Hofstede's framework), virtual global communication. • Business Etiquette and Professionalism in Global Contexts: Email & phone etiquette, workplace and meeting manners 		
2.	<p>Strategic Business Communication Tools and Techniques</p> <ul style="list-style-type: none"> • Business Presentations: structure, visuals, delivery, and engagement • Professional Writing: emails, memos, minutes, reports, proposals for global audiences • Negotiation and Persuasion in International Business • Team Communication, Leadership Communication, Conflict resolution • Communication in virtual and multicultural teams <p>Text Communication and Social Media Etiquette</p> <ul style="list-style-type: none"> • Meaning and use of common text short forms and abbreviations in communication. • Rules for clear, polite, and professional text messaging. • Ethical and responsible behaviour on social media platforms. • Respect for privacy, appropriate language, maintaining personal and professional image online. 	15	25
3.	<p>Practical Activities & Reflections</p> <ul style="list-style-type: none"> • Role plays and cultural simulations • Mock meetings, interviews, and negotiations • Pitching to global clients • Presentation of business cases • Peer feedback and instructor's reflection 	30	PA(I) assessment (50)
Total		60	100

Suggested Learning Resources:

(a) Books:

Sr. No.	Title of Book	Author	Publisher
1.	Business Communication	Lesikar	McGraw-Hill Publishing
2.	The Art & Science of Business Communication	P. D. Chaturvedi & Mukesh Chaturvedi	Pearson
3.	Business Communication	Meenakshi Raman & Prakash Singh	Oxford University Press



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Branch: International Business

Course / Subject Code: MB02093061

Course / Subject Name: Communications & Professional Skills

4.	Business Communication: Building Critical Skills	Kitty Locker and Stephen Kaczmarek	McGraw-Hill Education
5.	Excellence in Business Communication	John V. Thill and Courtland L. Bovee	Pearson
6.	Business Communication Today	Courtland L. Bovee and John V. Thill	Pearson
7.	Intercultural Business Communication	Lillian H. Chaney and Jeanette S. Martin	Pearson
8.	Business and Administrative Communication	Kitty Locker and Donna Kienzler	McGraw-Hill Education
9.	Effective Business Communication	Herta A. Murphy, Herbert W. Hildebrandt, and Jane P. Thomas	McGraw-Hill Education
10.	The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success	Barbara Pachter	McGraw-Hill
11.	Harvard Business Review on Communicating Effectively	Harvard Business Review	Harvard Business Press
12.	Cross-Cultural Management: Essential Concepts	David C. Thomas and Mark F. Peterson	SAGE Publications
13.	Business Communication Today	Courtland L. Bovee & John V. Thill	Pearson, New Delhi, 2021. ISBN: 9789353943535
14.	Digital Etiquette: A Guide to Online Behavior	Kerry Gleeson	AMACOM, New York, 2016. ISBN: 978081443788

(b) List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

- Journal of Business Communication (Now: *International Journal of Business Communication*). Publisher: SAGE Publications. <https://journals.sagepub.com/home/job>
- Business and Professional Communication Quarterly. Publisher: SAGE Publications. <https://journals.sagepub.com/home/bcq>
- Journal of International and Intercultural Communication. Publisher: Taylor & Francis. <https://www.tandfonline.com/toc/rjii20/current>
- Journal of Intercultural Communication Research. Publisher: Taylor & Francis. <https://www.tandfonline.com/journals/rjic20>
- International Journal of Cross-Cultural Management. Publisher: SAGE Publications. <https://journals.sagepub.com/home/ccm>
- Harvard Business Review (HBR) <https://hbr.org>
- The Economist <https://www.economist.com>
- Business Today (India) <https://www.businesstoday.in>
- The Hindu – Business Line <https://www.thehindubusinessline.com>



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Branch: International Business

Course / Subject Code: MB02093061

Course / Subject Name: Communications & Professional Skills

- Forbes <https://www.forbes.com>
- MindTools: Communication Skills Portal
<https://www.mindtools.com/CommSkill/CommunicationIntro.htm>
- Toastmasters International <https://www.toastmasters.org>
- TED Talks (Communication Playlist) <https://www.ted.com/topics/communication>
- <https://www.grammarly.com/blog/category/business/>
- LinkedIn Learning <https://www.linkedin.com/learning>
- <http://www.coursera.org/>
- <https://nptel.ac.in/>

CO- PO Mapping:

Semester 2	Communications & Professional Skills				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	1	1	3	2
CO2	2	3	2	3	2
CO3	3	2	2	3	2

Legend: 3' for high, 2' for medium, 1' for low and -' for no correlation of each CO with PO.