



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Course / Subject Code: MB03092191

Course / Subject Name: Research Communication

w. e. f. Academic Year:	2025-26
Semester:	3
Category of the Course:	MDC/Elective

Prerequisite:	Any Graduate
Rationale:	This course equips MBA students with essential skills to articulate complex ideas clearly and persuasively across academic, business, and digital platforms. By integrating written, oral, and digital communication strategies, the course bridges the gap between research insights and real-world impact, preparing students to become thought leaders and effective knowledge disseminators.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Differentiate various types of research communication and their purpose in academic and business contexts.	Understand
02	Apply effective oral communication techniques to present research findings to varied stakeholders	Apply
03	Integrate digital tools and platforms to disseminate research findings professionally.	Analyze
04	Evaluate the structure and content of academic and industry-based research documents.	Evaluate
05	Create clear, concise, and ethical written and visual research reports tailored to target audiences.	Create

**Revised Bloom's Taxonomy (RBT)*

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR		C	Theory		Tutorial / Practical	
			ESE (E)		PA / CA (M)	PA/CA (I)	ESE (V)	
3	0	0	3	70	30	50	0	150



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Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Fundamentals of Research Communication <ul style="list-style-type: none">• Definition, Scope, and Importance• Types of Research Communication: Academic, Business, and Policy-based.• Principles of Effective Communication in Research• Target Audience Identification and Tailoring the Message Ethics in Research and Scientific Misconduct <ul style="list-style-type: none">• Ethics in science and research• Intellectual honesty and research integrity• Scientific misconduct: Fabrication, falsification, and plagiarism• Redundant, duplicate publications and salami slicing• COPE, WAME, and ethical guidelines.• Conflict of interest, authorship and contributorship• Predatory journals and identifying them• Data Bases like Web of Science, Scopus, etc. and Research Metrix like Impact Factor of Journal, SNIP, SJRn, IPP, Cite Score, h Index, i10 index, altmetrics, etc	15	25
2.	Written Communication of Research <ul style="list-style-type: none">• Format of research article / monogram, Format of Research Paper, Format for Minor Research Project, Format for Major Research Project, Format for Consulting Project• Executive summaries and abstracts• Referencing and citations (APA, MLA, Chicago)• Avoiding plagiarism and using plagiarism detection tools• Legal aspects: Copyrights, patents, and industrial designs• Procedure and requirement for Copyright / filing Patent/ Industrial Design for Royalty.• Brief description of IPR.	12	25
3.	Oral and Visual Presentation of Research <ul style="list-style-type: none">• Presentation Techniques: Verbal and Non-verbal Cues• Preparing Effective PowerPoint/Poster Presentations• Public Speaking for Research: Seminars, Viva, Conferences• Communicating with Media and Laypersons	09	25
4.	Digital Tools and Open Access Research Dissemination <ul style="list-style-type: none">• Open access publishing and copyright policies (e.g., SHERPA/RoMEO)• Journal selection tools (e.g., JANE, Elsevier Finder)	09	25



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	<ul style="list-style-type: none"> • Research databases and metrics: Web of Science, Scopus, h-index, altmetrics • Building digital profiles (ORCID, ResearchGate, LinkedIn) • Ethical considerations in online dissemination • Publishing Research Online: Blogs, Preprints, Journals • Blogs, social media, and visual branding of research • Research Repositories (Google Scholar, SSRN, ResearchGate) 		
5.	<ul style="list-style-type: none"> • Prepare and submit a research abstract, poster, and short paper. • Conduct a presentation (oral + visual) of a research proposal or project. • Peer-review at least two research presentations. • Maintain a research blog or professional research profile (LinkedIn, ORCID, etc.) • Use reference management software (e.g., Mendeley, Zotero). 	--	-
Total		45	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
0%	30%	25%	20%	15%	10%

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

Suggested Case Studies & Business Communication

- Harvard Business Publishing: <https://hbsp.harvard.edu/cases/>
- Ivey Publishing: <https://www.iveycases.com/>
- SAGE Business Cases: <https://sk.sagepub.com/cases>
- Emerald Insight: <https://www.emerald.com/insight/>

References/Suggested Learning Resources:

(a) Books:

No.	Author	Title	Publisher	Edition
1	Day, R. A., & Gastel, B.	How to Write and Publish a Scientific Paper	Cambridge University Press	Latest
2	Turabian, K. L.	A Manual for Writers of Research Papers, Theses, and Dissertations	University of Chicago Press.	Latest
3	Murray, R.	How to write thesis	Tata McGraw Hill	Latest



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4	Murray, R.	Writing for Academic Journals	McGrawHill International	Latest
5	Zinsser, W.	On Writing Well: The Classic Guide to Writing Nonfiction	Harper Perennial.	Latest

(b) Open-source software and website:

1. Research & Writing

- Purdue Online Writing Lab (OWL): <https://owl.purdue.edu/>
- Elsevier Author Resources: <https://www.elsevier.com/authors>
- Springer Author Academy: <https://www.springernature.com/gp/authors>

2. Digital Communication Tools

- Mendeley Reference Manager: <https://www.mendeley.com/>
- Canva for Presentations/Posters: <https://www.canva.com/>
- Grammarly for Academic Writing: <https://www.grammarly.com/>
- ORCID Researcher ID: <https://orcid.org/>

CO- PO Mapping:

Semester 3	Research Communication				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	2	2	1	3	-
CO2	2	1	2	2	3
CO3	3	2	-	2	2
CO4	3	3	-	2	-
CO5	3	2	2	3	2

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

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