



**Rationale:** The course aims to acquaint students with the basic concepts and techniques of communication and can use communication as a tool to do in-depth analysis of business problem and thereby increasing business sustainability. Students will also be able to write effective business/start-ups proposal to get the start-ups ecosystem support.

**Course Scheme:**

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		Theory		Practical		
			C	ESE (E)	PA(M)	ESE (V)	PA (I)	
4	0	0	4	70	30	0	50	150

**Course Outcomes:**

Sr. No.	Course Outcomes
CO1	To understand and apply business communication strategies and principles to prepare effective communication for business situations
CO2	To utilize analytical and problem-solving skills appropriate to business communication
CO3	To organize team activities that lead to the development of collaborative work skills
CO4	To select appropriate organizational formats and channels used in developing and presenting business messages
CO5	To communicate via electronic mail, Internet, and other technologies and deliver an effective oral business presentation

**Course Content:**

Unit No.	Content	No. of Hours	Weightage (%)
1	<b>Basics of Communication:</b> <ul style="list-style-type: none"> <li>Definition, Nature and Scope of Communication</li> <li>Importance and Purpose of Communication</li> <li>Process of Communication</li> <li>Types of Communication (Verbal &amp; Non-verbal)</li> </ul>	12	20
2	<b>Communication Skills:</b> <ul style="list-style-type: none"> <li><b>Listening Skills:</b> Definition, Types, Purposes for listening, Anatomy of poor listening, and Features of a good Listener.</li> <li><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</li> </ul>	12	20
3	<b>Writing Skills:</b>	8	15



**GUJARAT TECHNOLOGICAL UNIVERSITY**

**Programme: MBA in Innovation, Entrepreneurship and Venture Development**

**Semester: 1**

**Subject Name: Communication Techniques**

**Subject Code: 2519405**

	Planning steps for effective writing, Formal Communication (Letter/E-mail) - Routine letters, Internal Communication, complaint letters, sales letters, collection/dunning letters & Memos, Minutes of Meeting, Press Release, Persuasive written messages, Job applications & resume, Writing		
<b>4</b>	<b>Business Reports and Proposals:</b> What is report? Short (informational & Analytical reports) and long report (Formal reports) Kinds of Proposals Research/Business Proposal Parts of Proposal	<b>8</b>	<b>15</b>
<b>Total Hours/Marks:</b>			<b>70</b>

**Suggested Specification Table For Question Paper Design:**

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	Basics of Communication	12		8	12				20
II	Communication Skills	12			6	6		8	20
III	Writing Skills	8			4	4		7	15
IV	Business Reports and Proposals	8			4	4		7	15
	<b>Total</b>	<b>40</b>							<b>70</b>

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

**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.

**Suggested Student Activities for PA: (50 Marks)**

- Writing business letters, reports, minutes of meetings, presentations using various presenting styles
- Writing reports based on audio deliverances
- Activities to understand non-verbal cues
- Telephonic conversation and manners
- Demonstrating business etiquette



**Suggested Learning Resources:**

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Effective Business Communication	Murphy, Hildebrandt & Thomas	McGraw Hill Publishing; 7 <sup>th</sup> edition, ISBN: 0071145079, 9780071145077
2	The Art & Science of Business Communication	P. D. Chaturvedi & Mukesh Chaturvedi	Pearson Education; 4 <sup>th</sup> edition, ISBN: 9352861841, 9789352861842
3	Business Communication	Meenakshi Raman & Prakash Singh	Oxford University Press; 2nd edition, ISBN: 9780198077053
4	Business Communication, Concepts, Cases and Applications	Chaturvedi, P. D. and Chaturvedi, Mukesh	Pearson Education; latest edition, ISBN: 978-8131718728
5	Technical Communication: Principles and Practice	Raman, Meenakshi and Sharma, Sangeeta	Oxford University Press; latest edition, ISBN: 9780195668049

**Software**

1. Collaboration & Productivity Software
2. Email Software
3. Instant Messaging
4. Mobile Device Management
5. Phones & VoIP
6. Contact Center and Technical Support Software
7. Web & Video Conferencing

**Learning Websites**

1. Skills You Need
2. Psychology Today's Interpersonal Communication Skills Test
3. Dale Carnegie's Free Resources
4. Coursera
5. The Muse
6. The Gottman Relationship Blog
7. About Education