

# TECNIA INSTITUTE OF ADVANCED STUDIES

## GRADE 'A' INSTITUTE

Department of Management Sciences

### COURSE PLAN

ACADEMIC SESSION 2024-25 (w.e.f. 1st August, 2024)

As per Scheme of Examination & Syllabus of Masters of Business Administration for First Semester (w.e.f. 2021-22 Academic Session Onwards) Guru Gobind Singh Indraprastha University, New Delhi.

PROGRAMME CODE:	039	PROGRAMME:	Masters of Business Administration	SHIFT:	1st	L	2	T/P	1	CREDITS:	3
COURSE CODE:	MS-113	COURSE NAME:	Communication in Organization	SECTION:	A						
		COURSE TYPE:	Core/ Open Elective	FACULTY:	Ms. Rachna Garg						
OBJECTIVE:	The aim of the course is to train students to enhance their skills in written and oral communication. The course will help students develop competence in communication so that they can successfully handle the challenges of all types of communication in business environment.										
<b>COURSE OUTCOME &amp; MAPPING, COURSE ARTICULATION</b>											
		Demonstrate an understanding of management concepts, principles and theories, and apply them in the context of organizational work practices.	Apply analytical and critical thinking skills to analyze the dynamic business environment and identify entrepreneurial and business opportunities and risks.	Prepare business strategies, develop concomitant functional and operational strategies and implement them in an integrated manner to efficiently and effectively achieve the functional goals and the business objectives.	Demonstrate an understanding of decision making processes at various levels of the organization with respect to resources mobilization and their efficient deployment and use to achieve the set goals.	Demonstrate the ability to analyze management problems, to identify and collect relevant data and to apply a creative problem-solving approach.	Identify and recommend the information technology-based interventions to achieve organizational goals.	Benchmark organizational and managerial practices against the principles of good governance, ethical conduct, corporate social responsibility and the imperatives of long-term societal welfare.	Demonstrate effective communication and interpersonal skills as well as the ability to work with and lead teams.	Develop a lifelong learning approach manifested in their attitude to learn, unlearn and relearn and in their pursuit of excellence in professional, personal and social life.	
<b>CO - PO MAPPING</b>			<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	Recognize the scope and significance of communication and its relevance for enhancing individual and organizational performance in the context of global business operations		2	3	3	2	2	1	1	3	2
<b>CO2</b>	Explain the concepts, theories and principles of communication informing various communication strategies and practices aimed at effective communication with different stakeholders of the organization		2	2	3	3	3	2	1	3	2
<b>CO3</b>	Identify and apply various tools and techniques for developing appropriate communications strategies aimed at positioning the organization and build brand image		2	3	2	2	3	3	2	2	1
<b>CO4</b>	Exhibit the use of interpersonal communication skills and etiquettes for impactful business dealings and lasting relationship building reflected in dressing sense, listening skills, cultural sensitivity etc		2	3	3	2	2	2	1	3	2
<b>CO5</b>	Devise an effective communication strategy and protocols that can be successfully employed by the individuals and teams while participating in business negotiations		2	3	3	3	3	2	1	3	2
<b>Average</b>			2	2.8	2.8	2.4	2.6	2	1.2	2.8	1.6



Lecture No.	Unit No.	Topic	Sessional Outcome	Experiential Learning	Participative Learning	Problem Solving Methodologies	ICT Tools & E-Resources Utilization	Mapping with CO	Class Material (PPT Faculty+ Students)	Additional Material (Links/ Journals/ Articles/ NEWS)	Mode of Assessment	Bloom's Taxonomy
1	I	Introduction to Business Communication	Define and describe basic concept of business communication			Lecture through PPT	<a href="https://www.youtube.com/watch?v=2Lkb7OSRdGE">https://www.youtube.com/watch?v=2Lkb7OSRdGE</a> & PPT	CO1, CO2	PPT 1 and Tecnia TV		Extempore and Individual Assignment	Level1,2
2	I	Business communication- definition, importance	Enumerate and Analyze the importance of communication			Lecture through PPT	<a href="https://www.youtube.com/watch?v=MkTTA297YX0">https://www.youtube.com/watch?v=MkTTA297YX0</a>	CO1, CO2		1-s2.0-5187704281201350X-main.pdf		Level1,3
3	I	Business communication- definition, importance	Compare and evaluate the different types of communication	Case Study on Upward communication		Flip Classroom	<a href="https://www.youtube.com/watch?v=lkEc17IAAJk">https://www.youtube.com/watch?v=lkEc17IAAJk</a>	CO1, CO2	Student PPT, Youtube video	Types of Communication		Level1,2,3
4	I	Forms and Types of Communication (Downward, upward, horizontal and	Discuss and explain horizontal communication			Flip Classroom		CO1, CO2				Level1,3,4
5	I	Forms and Types of Communication (Downward, upward, horizontal and	Discuss and explain Lateral Communication			Group Presentation		CO1, CO2			Individual Assignment and Viva	Level 4,5
6	I	Forms and Types of Communication (Downward, upward, horizontal and	Distinguish and evaluate Formal and Informal communication			Group Presentation	<a href="https://www.youtube.com/watch?v=AcnVF7HQ5cQ">https://www.youtube.com/watch?v=AcnVF7HQ5cQ</a>	CO1, CO2	Student PPT, Youtube video			Level 2,3,4
7	I	Formal and informal communication network	Understand and compare oral and written communication	Case Study 8	Quiz 1	Group Presentation	<a href="https://www.youtube.com/watch?v=bcfcm75SSIM">https://www.youtube.com/watch?v=bcfcm75SSIM</a>	CO1, CO2	Student PPT, Youtube video			Level 2,3
8	I	Formal and informal communication network	Describe and remember the process of communication	Case Study on Elements of communication		Group Presentation	<a href="https://youtu.be/q6u0AVn-NUM">https://youtu.be/q6u0AVn-NUM</a>	CO1, CO2	PPT Process of communication			Level 2,4
9	I	Process of communication	Describe and analyze the barriers to communication	CASE STUDY 1 on Barry and Communication Barriers		Group Presentation	<a href="https://www.youtube.com/watch?v=evC3873y5g4">https://www.youtube.com/watch?v=evC3873y5g4</a>	CO1, CO2	PPT Barriers	224-published.pdf		Level1,2
10	I	Barriers and Gateways to communication.	Describe and analyze the barriers to communication	Case Study: Barriers to effective communication				CO1, CO2				Level1,3
11	I	Barriers and Gateways to communication.	Demonstrate gateways to communication		Quiz		<a href="https://www.youtube.com/watch?v=UF6AsLtxjYE">https://www.youtube.com/watch?v=UF6AsLtxjYE</a>	CO1, CO2	Student PPT	Communication problems in management		Level1,2
12	I	Barriers and Gateways to communication.	Understand and apply the principles of written communication	Case Study on Written communication		Extempore	<a href="https://www.youtube.com/watch?v=5ffQmwQJ2vY">https://www.youtube.com/watch?v=5ffQmwQJ2vY</a>	CO2, CO3, CO5		<a href="https://www.youtube.com/watch?v=BHgQ03UuQvE">https://www.youtube.com/watch?v=BHgQ03UuQvE</a>	Extempore (CIA) and Individual Assignment	Level 4,5,6
13	II	Written Communication and Applications of Communication	Apply the concept of 7 C's in everyday communication	Management Game: Square Talk Activity		Group Presentation	<a href="https://www.youtube.com/watch?v=xz1oZONUIM">https://www.youtube.com/watch?v=xz1oZONUIM</a>	CO1, CO2, CO3, CO4, CO5	PPT 2	Handout 7 C's	Group Presentation and Individual Assignment	Level 2,3
14	II	Principles of Written Communication - 7C's Concept	Describe the layout of a business letter and create letters on their own.		Quiz		<a href="https://indiafreenotes.com/layout-of-letter-writing/">https://indiafreenotes.com/layout-of-letter-writing/</a>	CO2, CO3, CO4	PPT Need, Functions and Layout of a Business Letter	Annexure, Unit-2	Letter Writing and Individual Assignment	Level 2,3
15	II	Principles of Written Communication - 7C's Concept	Understand How to write a request letter			Extempore	<a href="https://www.youtube.com/watch?v=FmJoOIZUfIM">https://www.youtube.com/watch?v=FmJoOIZUfIM</a>	CO2, CO3, CO4		Annexure, Unit-2	Extempore	Level 2,3
16	II	Business and Commercial Letter	How to write a good news letter			Extempore		CO2, CO3, CO4		Annexure, Unit-2		Level 2,4
17	II	Request letters	How to write a persuasive letter			Extempore	<a href="https://www.youtube.com/watch?v=dgE-qrU1hXU">https://www.youtube.com/watch?v=dgE-qrU1hXU</a>	CO2, CO3, CO4	PPT Persuasive Letters	Annexure, Unit-2		Level1,2
18	II	Good News letters	Write a sales letter			Extempore		CO2, CO3, CO4	PPT Sales Letter	Annexure, Unit-2		Level1,3
19	II	Persuasive letters	Create a report			Extempore	<a href="https://youtu.be/i4YM0fw-Gi">https://youtu.be/i4YM0fw-Gi</a>	CO2, CO3, CO4	Video Lecture Youtube	Annexure, Unit-2		Level1,2
20	II	Sales letters	Understand and Create a job application	Practical Assignment		Extempore	<a href="https://www.youtube.com/watch?v=MeDowsrPk5c">https://www.youtube.com/watch?v=MeDowsrPk5c</a>	CO2, CO3, CO4		<a href="https://www.google.com/search?q=sample+of+job+application+letter&amp;rlz=1C">https://www.google.com/search?q=sample+of+job+application+letter&amp;rlz=1C</a>		Level 4,5
21	II	Job application	Create Resume		Quiz 4	Group Presentation	<a href="https://www.youtube.com/watch?v=3iwCt2P7vw">https://www.youtube.com/watch?v=3iwCt2P7vw</a>	CO2, CO3, CO4	<a href="https://www.exampveda.com/management/practice-mcq-question-on-business">https://www.exampveda.com/management/practice-mcq-question-on-business</a>	<a href="https://www.google.com/search?q=sample+of+resume&amp;rlz=1C1UEAD_enIN93">https://www.google.com/search?q=sample+of+resume&amp;rlz=1C1UEAD_enIN93</a>	Group Presentation	Level 2,3
22	II	Job application	Understand, remember and apply the principles of oral presentation in organization		Quiz 3		<a href="https://www.youtube.com/watch?v=3O8R0YXmC0">https://www.youtube.com/watch?v=3O8R0YXmC0</a>	CO2, CO3, CO5	PPT Oral Presentation	Oral Presentation	Viva and Group Presentation	Level1,2
23	II	Resume Writing	Understand and recognize the factors effecting presentation		Quiz		<a href="https://www.youtube.com/watch?v=4x-kcvcOH10">https://www.youtube.com/watch?v=4x-kcvcOH10</a>	CO2, CO3, CO5	PPT Oral Presentation & Youtube Video		Group Presentation	Level1,3
24	II	Resume Writing	Plan a video Conference			Class Activity	<a href="https://www.youtube.com/watch?v=xMp_v2G8Z0c">https://www.youtube.com/watch?v=xMp_v2G8Z0c</a>	CO2, CO3, CO5	Youtube video		Question Answer Session	Level1,2



25	III	Oral Communication	Understand and recognize different types of non verbal communication			Class Activity: Guess the Emotion	<a href="https://www.youtube.com/watch?v=T9BwPbQyZSc">https://www.youtube.com/watch?v=T9BwPbQyZSc</a>	CO1, CO2, CO4, CO5	PPT Non Verbal communication and MOOCS Lecture	<a href="https://www.helpguide.org/articles/relationships-communication/nonverba">https://www.helpguide.org/articles/relationships-communication/nonverba</a>		Level 4,5
26	III	Principles of Oral Presentation	Understand and explain paralanguage			Group Presentation	<a href="https://study.com/learn/lesson/what-is-paralanguage-examples-">https://study.com/learn/lesson/what-is-paralanguage-examples-</a>	CO1, CO2, CO4, CO5				Level 2,3
27	III	Factors Effecting Presentation	Understand and appraise time and space language		Quiz			CO1, CO2, CO4, CO5		<a href="https://www.youtube.com/watch?v=FF0XZ5tM0Y">https://www.youtube.com/watch?v=FF0XZ5tM0Y</a>		Level1,2
28	III	Video-conferencing and Skype	Understand and appraise body language			Class Activity: Power of Body Language	<a href="https://www.schooltube.com/media/Nonverbal+Communication+as+told+by">https://www.schooltube.com/media/Nonverbal+Communication+as+told+by</a>	CO1, CO2, CO4, CO5		<a href="https://edu.gcfglobal.org/en/business-communication/the-">https://edu.gcfglobal.org/en/business-communication/the-</a>		Level1,3
29	III	Non-Verbal Communication	Remember and understand the informative and persuasive speeches			Group Discussion: English must remain the official language of India		CO2, CO3, CO4, CO5			GD	Level1,2
30	III	Para language, Time, Space, Silence, Body language	Understand and remember the meaning and types of listening	Management Game: Follow All Instructions		Debate: Is effective Listening inborn quality?	<a href="https://www.youtube.com/watch?v=B8EIVcRUSXo">https://www.youtube.com/watch?v=B8EIVcRUSXo</a>	CO2, CO3, CO4, CO5	PPT Effective Listening	Handout- Effective Listening, file:///C:/Users/deepa/On	Viva	Level 4,5
31	III	Para language, Time, Space, Silence, Body language	Recognize the barriers in listening	CASE STUDY 7		Class Activity: Dumb charades	<a href="https://www.youtube.com/watch?v=D6-MleRr1e8">https://www.youtube.com/watch?v=D6-MleRr1e8</a>	CO2, CO3, CO4, CO5				Level 2,3
32	III	Relating through Informative and Persuasive speeches	Understand the recent trends in communication			Group Discussion		CO2, CO3, CO4, CO5	Student PPT	<a href="https://www.youtube.com/watch?v=ibCQ3FTak8A">https://www.youtube.com/watch?v=ibCQ3FTak8A</a>	Group Discussion (CIA)	Level1,2
33	III	Listening	Understand Online Communication and Personal Relationships		Quiz		<a href="https://www.youtube.com/watch?v=z-KwOEREtIQ">https://www.youtube.com/watch?v=z-KwOEREtIQ</a>	CO2, CO3, CO4, CO5	Student PPT			Level1,3
34	IV	Recent Trends in Business Communicationx	How to handle online meetings	Case Study on business meeting			<a href="https://www.youtube.com/watch?v=cx7FYm4XDwU">https://www.youtube.com/watch?v=cx7FYm4XDwU</a>	CO3, CO4, CO5				Level1,2
35	IV	Online Communication and Personal Relationships	Understand and remember Business Communication via Social Network			Extempore		CO3, CO4, CO5		<a href="https://study.com/academy/lesson/the-role-of-social-media-in-business-">https://study.com/academy/lesson/the-role-of-social-media-in-business-</a>	Extempore	Level 4,5
36	IV	Handling Online Meetings	Create blogs			Extempore	<a href="https://www.youtube.com/watch?v=HimjqAqAw94">https://www.youtube.com/watch?v=HimjqAqAw94</a>	CO1, CO2, CO3, CO5		<a href="https://www.youtube.com/watch?v=sesFL-PuUHA">https://www.youtube.com/watch?v=sesFL-PuUHA</a>		Level 2,3
37	IV	Handling Online Meetings	Recognize and apply inter cultural communication skills			Extempore	Business Communication.pdf	CO2, CO3, CO4, CO5	PPT Cross culture communication	E-book Pg 47-60		Level 2,3
38	IV	Business Communication via Social Network	Recognize and apply inter cultural communication skills			Group Discussion: Impact of Culture in business communication	<a href="https://www.researchgate.net/publication/317064273_Cross-">https://www.researchgate.net/publication/317064273_Cross-</a>	CO2, CO3, CO4, CO5			Group Discussion	Level1,2
39	IV	Writing Social Biogs	Remember the ethical and legal issues in communication	Case Study on ethics in communication			<a href="https://www.youtube.com/watch?v=n5nFsqFJnxY">https://www.youtube.com/watch?v=n5nFsqFJnxY</a>	CO2, CO3, CO4, CO5	PPT Ethical and Legal Communication 1 & 2, Youtube video, Tecnia TV	H2110025156.pdf	Viva	Level1,3
40	IV	Inter-cultural communication	Remember the ethical and legal issues in communication			Extempore		CO2, CO3, CO4, CO5		<a href="https://www.youtube.com/watch?v=IrTeAvBpbw">https://www.youtube.com/watch?v=IrTeAvBpbw</a>		Level1,2
41	IV	Inter-cultural communication	Remember and appraise the ethical and legal issues in communication			Debate: Ethical & Legal communication in business communication		CO2, CO3, CO4, CO5		<a href="https://www.youtube.com/watch?v=CNMwjbhHj4">https://www.youtube.com/watch?v=CNMwjbhHj4</a>		Level 4,5
42	IV	Ethical and Legal Issues	Remember the various concepts studied		Quiz							Level 2,3
43	IV	Ethical and Legal Issues	Remember the various concepts studied		Quiz							Level 2,3
44	IV	Revision			Quiz		<a href="https://www.youtube.com/watch?v=GOVRIHxBk8">https://www.youtube.com/watch?v=GOVRIHxBk8</a>					Level6
45	IV	Previous Years Question Paper Discussion			Recap MCQ_Quiz						Question Answer Session	Level 6

Note: 1 Credit (Theory)= 15 Hrs. in a Semester ; 1 Credit (Practical)= 30 Hrs. in a Semester.

**Suggested Readings : (Latest Editions)**

1. Courtland L. Bovee et. al., Business Communication Today, Pearson
2. Steve Duck and David T. McMahan, The Basics of Communication, Sage, South Asia
3. Lesikar R et.al., Business Communication: Connecting in a Digital World, McGraw Hill.
4. Murphy H et.al., Effective Business Communication, McGraw Hill.
5. Reddy C.R. Business Communication, Wiley Publications.
6. Chaturvedi M. Art and Science of Business Communication, Pearson.

Name of Faculty:

Ms. Rachna Garg

*Rachna Garg*

**Journals:**

1. Journal of Applied Communication Research
2. Journal of Organizational Behavior
3. International Journal of Business Communication
4. Journal of Communication Management
5. Journal of Business and Technical Communication

Head of Department, Dr. Pooja Sharma  
Date:

*Pooja Sharma*