

COURSE INFORMATION SHEET

Course code: HS 24 133
Course title: Communication Skills II
Pre-requisite(s): Nil
Co- requisite(s): Nil
Credits: L: 0 T:0 P: 3
Contact Hours: 35-40
Class schedule per week: 1
Class: UG/PG
Semester: II,V,VI
Branch: All

Course Objective

Objective-1	To analyze and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.
Objective-2	To understand the importance of specifying audience and purpose and to select appropriate communication choices.
Objective-3	To interpret and appropriately apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self-expressive, in written, visual, and oral communication.
Objective-4	Participate effectively in groups emphasizing listening, critical and reflective thinking, and responding.
Objective-5	To develop the ability to research and write a documented paper and/or to give an oral presentation.

Course Outcomes

	Modules
CO-1	Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.
CO-2	Utilize analytical and problem-solving skills appropriate to business communication.
CO-3	Participate in team activities that lead to the development of collaborative work skills.
CO-4	Select appropriate organizational formats and channels used in developing and presenting business messages.
CO-5	Communicate via electronic mail, Internet, and other technologies and deliver an effective oral business presentation.

SYLLABUS

Module	Contents	BL
1	Building a Business Vocabulary: Vocabulary related to company culture, Phrasal verbs Board, bottom line, revenues, etc.; Words related to leadership skills: founder, etc.; Types of management; Abbreviations; Meeting related vocabulary; Vocabulary related to submitting tenders; Pricing Dedicated, resources, etc.; Verb–noun collocations; Linking words and phrases Existing, identify, etc.; Brand-building, etc.; Types of advertising Households, etc.; Synonyms for increase and decrease; Solicit, risk-averse, etc.; Phrasal verbs and expressions like go bust, stock price, etc.; Vocabulary from profit-and-loss account; and balance sheet; Theatre vocabulary Break down, running costs, etc; Bank charges, bookkeeping, etc.; Formal expressions; Types of workers; Ways of working; Phrases for negotiating; Benefits, premise, etc.; Adverbial phrases; Acquisitions, year on year, etc.; Adjectives and adverbs of frequency; Discourse markers for short talks.	2,3
2	Listening at the Workplace: Listening to descriptions of company culture; Listening to a talk on leaders and managers; Advice for communicating effectively with colleagues; Listening to a talk on Customer Relationship Management; Listening to a presentation; Listening to a talk on effectiveness of advertising; Listening to a talk on sales activities; Listening to a sales pitch; Listening to a sales forecast; Listening to a business conversation; Listening to people talk about their jobs; Listening to interviews with	3

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	production managers; Listening to staff complaints and demands; Listening to a talk on risk in business.	
3	Oral communication at the workplace: Describing company culture; Talking about good leaders; Communicating in meetings; Discussing customer-supplier relationships; Presenting information from charts; Presenting from a text; Cost-effective advertising; How to advertise software; Using the Internet for advertising; Finding out about work problems; Making a sales pitch; Negotiation, problems and advice; Talk: teleworking, etc.; Talking about your present job; Describing charts; Presentations on productivity; Negotiating an agreement; Describing the company you work for; Useful hints for making presentations; Making a presentation; Discussion on staff retention, market share, etc.	3,4
4	Reading for Business: Reading internal messages (memo, email, note, notice); Reading a summary of action points; Reading a business forecast; Reading articles on Customer Relationship Management; Reading about how a company prepares tenders; Reading a proposal; Reading extracts on measuring the impact of advertising; Reading a brief sales report; Reading a productivity report; Reading a memo from a CEO; Reading a business letter.	5
5	Business Correspondence: Replying to messages; Writing and replying to a memo, email or notice; A proposal for investigating new markets; A report on advertisers and target audiences; A sales report based on a chart; Report on a sales event for a product launch; A proposal for sponsoring an arts or sports event; Letter complaining about late payment; Email summarising results of negotiation; Short report on stress and absenteeism; Report on changes to company organization; Memo summarising agreement; Proposal to give your company a more ethical image; Letter to prospective customers; Letter expressing interest in business approach.	5

Textbooks

1	Empower, Second Edition, Students book, C1 advanced (2010), Adrian Doff, Craig Thaine, Herbert Puchta, Jeff Stranks, Peter Lewis-Jones, Cambridge University Press and Assessment.
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Reference Books

1	Communication Skills (2015) IInd edition, Sanjay Kumar & Pushp Lata, Oxford University Press
2	Business Correspondence and Report Writing, (2020) VIth edition, R.C. Sharma, Krishna Mohan, Virendra Singh Nirban, McGraw Hill
3	Communication for Business, (2010) IVth edition, Shirley Taylor, V. Chandra, Pearson
4	Basic Business Communication-(2004). Lesikar I Flatley, McGraw Hill
5	Business Communication Today, (2017), Bovee, Thill and Chatterjee, Pearson

Direct Assessment

Tools	% Contribution of Assessment
End-semester Evaluation	100