

17MB114 MANAGERIAL COMMUNICATION-II

Course Objectives:

The Business Communication Laboratory course is aimed at improving business communication skills (LSRW – Listening, Speaking, Reading and Writing) of postgraduate students and preparing them for their profession as managers. This course will help students to understand Business communication and personality as two interlinked spheres of influence, and provide them with exposure to conventions of corporate communication involved in the functioning of the business world.

Learning outcomes:

Having gone through the course, students would be equipped to clear industry recognized certification such as BEC Vantage by the University of Cambridge. This will equip them to stand out in the professional and business setting. Since this certification looks at LSRW (Listening, Speaking, Reading and Writing) components in great detail, we hope to equip students to confidently and successfully attempt all the 4 critical components.

Unit – 1

Business English Vocabulary: Glossary of most commonly used words (formal and informal usage)

Elements of Technical Writing: Sentence structure, reducing verbosity, arranging ideas logically, building coherence, paragraph level and document level, topic sentence, cohesive devices, transitional words, paraphrasing and précis-writing.

Mechanics of Writing: Stylistic elements, the rapporteur, the purpose, the reader's viewpoint (audience), elementary rules of grammar, choice of diction, elementary principles of composition, matters of form, punctuation, conventions of business communication, language and professional tone, weak links in business correspondence, ethical concerns in business writing, code of conduct (not sending illegal, offensive, disparaging personal remarks or comments) in written business communication

Unit - II

Business Correspondence: E-mail: nature and scope, e-mail etiquette, clear call for action, common errors in composing e-mails, office communication such as meeting agenda and minutes of the meeting, notice, circular and memo

Letter-Writing: Formal and informal letters, structure of formal letters, expressions of salutations, different types of letters [such as sales letter, complaint letter, response to the complaint letter (dispute resolution), letter of permission, letter of enquiring, claim letter – letter of apology etc], introductory and concluding paragraphs and clear call for action.

Professional Proposal/Report: Differentiating proposals and reports, Drafting formal business proposals, types of reports such as factual reports, feasibility reports and survey reports, parts of

a report (such as title page, declaration, acknowledgements, table of contents, abstract, introduction, findings, conclusion and recommendations, citations, references and appendices)

Unit-III

Speaking: Speaking in business context, assertiveness, politeness, making requests, queries and questions, negotiations, asking for information, offering suggestions, conflict resolution, contacting clients, initiating, addressing delegates (in public), features of a good power point presentation (making the PPT), delivering the presentation effectively, telephone etiquettes, delivering seminar/proposal/report effectively, team meeting etiquettes (face to face and conference call), making effective one minute presentations

Unit-IV

Reading: Reading and comprehending business documents, learning business register, regularizing the habit of reading business news, suitable vocabulary, skimming and scanning text for effective and speedy reading and dealing with ideas from different sectors of corporate world in different business contexts

Unit-V

Listening: Specific information in business context, listening to telephonic conversations/messages and understanding the correct intended meaning, understanding the questions asked in interviews or in professional settings, summarizing speaker's opinion or suggestion, enable active listening

Reference Books:

- 1) Guy Brook Hart (2014): Cambridge English Business Bench Mark: Upper Intermediate, Second Edition: CUP.
- 2) CUP (2002) Cambridge: BEC VANTAGE: Practice Tests, CUP.