

Course title: Business Communication-II				
Course code: AEC 104	No. of credits: 2	L-T-P: 16-14-0	Learning hours: 30	
Pre-requisite course code and title (if any): Communication Skills and Technical Writing				
Department: Policy and Management Studies				
Course coordinator(s): Dr. Moumita Acharyya			Course instructor(s): Dr. Bidisha Banerji	
Contact details:				
Course type: Core			Course offered in: Semester 2	
Course description Students in the technology professions are proficient in their particular disciplines, but often unable to articulate their views strongly and scientifically. They face challenges in writing effective reports and scientific publications (research papers). This course continues from business communication 1 but with an emphasis on understanding and practicing the communication skills in holistic manner viz. verbal, non-verbal, written visual and listening). In all forms of communication, the process begins with the understanding the audience which forms the basis of the start of the process itself. The course is designed to be taught in work shop mode ensuring the practice of learned skills either individual or group work. By ensuring that the students have several opportunities to speak in the class and are exposed to the requirements of adjusting communication in different settings and audience across occasions and cultures.				
Course objectives Upon satisfactory completion of the course, students will be able to: Understand the importance of various forms of communication (verbal, non-verbal, written, visual and listening) Know the initiation of the communication begin with the “understanding the audience” Be more confident in speaking in front of an audience Principles of Negotiation and Persuasion Techniques Understand how cultural difference impact communication? and still be able to communicate effectively				
Course content				
Module	Topic	L	T	P
1.	A. Deciding Communication Methods and Channels –Understanding Audience B. Revisiting Kinds of Communication Skills Verbal- Act of speaking (offline and online modes), choice of words and arranging them eff Non-Verbal- Body Language, Facial expressions Eye Contact, etc Written - Effective use of written words to convey the message-emails, memos, reports, social media posts etc. Visual- effective use of presentations, paintings, drawings, etc Listening	6	4	
2.	Understanding and Practicing Persuasion Skills a) Communication b) Emotional Intelligence c) Active Listening d) Logic and Reasoning e) Interpersonal skills f) Negotiation (Role Plays)	4	4	
3.	Negotiation - A Communication focus 1. Negotiation Fundamentals 2. Negotiation Preparation 3. Value creation and value claiming 4. Peer assessment 5. Negotiation Process (Role Plays)	4	4	
4.	Managing cross cultural communications	2	2	

	(a) Language, value systems, perceptions, philosophies (b) Time and space (c) Fate and personal responsibility Case study			
	Total	16	14	0
Evaluation criteria				
<ul style="list-style-type: none"> • Detailed Group Presentations: 20% • Group Assignments including Role Plays: 30% • End Term: 50% 				
Learning outcomes				
Upon satisfactory completion of the course, students will be able to:				
<ul style="list-style-type: none"> • Be more confident in speaking in front of an audience • Understand how cultural difference impact communication and be able to bridge the gap • Understand the power of persuasion and storytelling in business setting and learn how to use it • Have an understanding of negotiations. 				
Pedagogical approach				
<ul style="list-style-type: none"> • Lectures • Role Plays (Module 2 & 3) • Case Studies (Module 4) • Student Presentations for module 1 				
Materials				
Required text				
<ul style="list-style-type: none"> • Beer D. (1991) <i>Writing and Speaking in the Technology Professions: A Practical Guide</i>, Wiley-IEEE Press. • Markel M. (2009) <i>Technical Communications</i>, 9th Edition, Bedford/St Martin's. • Daly, John, and Isa Engleberg. "Coping with Stage fright." <i>Harvard Management Communication Letter</i> 2, No. 6, (June 1999), 1-4. • Getting to Yes: Negotiating Agreement without Giving in. Roger Fisher, William L. Ury and Bruce Patton. Penguin Books • Mandal S.K. <i>Effective Communication and Public Speaking</i>. Jaico Publishing • The Seven Myths of Win-Win Negotiations, Horacio Falcao • Beebe, S.A & Beebe S.J (2012) <i>Public Speaking: An Audience Centred Approach</i> (8th Edition) Boston Pearson Publishers • Jaffe,C.I (2013) <i>Public Speaking : Concepts and Skills for a Diverse Society</i> (7th Ed) Boston. Cengage Learning 				
Additional information (if any)				

Course Prepared by: Prof. Neeraj Sharma

Course Reviewers:

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