

Course Title: Business communication			
Course code: PPM 101	No. of credits: 3	L-T-P distribution: 45-00-00	Learning hours: 45
Pre-requisite course code and title (if any):			
Department: Department of Business & Sustainability			
Course coordinator(s):		Course instructor(s): Dr Anjali Singh	
Contact details:			
Course type: Core		Course offered: Semester 1	
Course description			
<p>The ability to communicate is an essential skill. This course introduces the fundamental principles of business communication and provides the opportunity to distinguish between business communication and personal/social communication.</p> <p>It prepares students to communicate effectively in a trans-national, globalized business environment. It introduces students to the basic formats and principles of business communication as well as strategies and abilities to adapt to different circumstances in business situations.</p> <p>It covers communication structures briefly and introduces students to the ever more important area of cross-cultural communication. The course is designed to impart a basic understanding of written business communication, including letters, reports, presentations and email and valuable insights into listening and non-verbal communication.</p> <p>Every skill gained from this course will aid the learners in developing complete confidence to communicate professionally with different audiences.</p>			
Course objectives			
<p>The course is <i>not</i> intended to teach the basics of the English language and assumes that students will have a good understanding of the English language.</p> <p>The course aims to:</p> <ul style="list-style-type: none"> * Enable students to develop new perspectives and equip themselves to meet the demands of a fast-changing world where technology and globalization and other forces have dramatically changed the practice of business communication in recent years * Enhance proficiency and competencies in verbal and non-verbal communication skills with a holistic long-term perspective * Guide the participants to manage cross cultural communication * Develop technical communication skills * Address contemporary skills, issues and concepts * Familiarize the students with the major digital media formats available for business messages * Develop the ability to write press releases and understand how PR bridges the gap between an organization and its clients 			