

**Semester III  
Business Communication I  
(Modern Communication Skills)**

**Course Objectives:**

**100 Marks -75 Lecture**

Communication skills have emerged as the most powerful set of skills to possess for accelerating one's career trajectory and for enhancing the quality of life of people in modern times. In a competitive world where efficiency and effectiveness do matter, it is imperative that students learn these skills.

This Course of Modern Business Skills in Business Communication integrates spoken, written, visual and written communication situations and strategies - the way communication actually occurs in a dynamic workplace. Some of the course objectives are:

- 1) To increase students confidence and ability to communicate orally while using technology.
- 2) To improve collaboration and communication skills of students.
- 3) To enhance multimedia literacy skills of students.
- 4) To build relationships and establish their online social presence.

**TOPICS**

**1 Digital Storytelling [DST] (40 marks- 30 lectures)**

(Creation of a Digital Story: Workshops for students in small batches of where the basics and software skills needed for DST are imparted; Students are then to individually create a DST)

**2 Impact Oratory (Speeches) (10 Marks-8 Lectures)**

Pathos / Logos / Ethos / Overcoming Fear / Formulae for Speeches / People (Body Language) / Voice Skills / Audience

**3 Creating and Making Presentations (10 Marks -07 Lectures)**  
Using Software like Powerpoint / Prezi On-line Zooming Editor / Mind-Mapping Software / Incorporating principles of Zen / Slido:ology / Duarte

**4 Electronic and Web Communications: (20 Marks 15 lectures)**  
a) Using Social Media for Communication  
[5 marks for contributing to a FACEBOOK Group or mailing list created by the teacher for the purpose. This group can be on any topic which helps to improve communication skills.]

**b) Creating & Using a Blog or Free Web site**

**c) Using cell-phones, laptops and other means for e-mail and instant messaging for Business; etiquettes involved**

**5 Effective Meetings**

**(20 Marks -15 Lectures)**

**[Chairpersonship, Protocol (Brief insights into Robert's Rules of Order), Benefits, Notice, Agenda, Drafting Minutes (Discussions /Resolutions)]**

[15 marks for participation in a meeting. The meetings where the students are to be judged can be ones which are organized for the purpose of discussing topics 1 - 4 above viz. DSTs, making Speeches, making Presentations or Electronic & Web Communication ]

**Requirements:**

**Essential**

- 1) An LCD projector in every classroom
- 2) A Laptop for Facilitator

**Desirable**

- 3) Computers for students
- 3) Broadband Facility
- 4) A large screen SMART TV / SMARTBOARD
- 5) HD Video Camera (with Hard Disk)
- 6) Home Theatre
- 7) Software: Pinnacle / Cyberlink / U-lead Video Studio / Buzan's Mind-Mapping / Business-in-a-Box / Language Lab / other relevant software as decided by the concerned teacher
- 10) External Hard Disks
- 11) A Smart Board

**Assessment and Pedagogy:**

Continuous Internal Assessment in the proportion to the marks assigned in the syllabus: 100 marks. The teacher may devise appropriate exercises to test the student's skills.

**Books for Study and Reference:**

*Digital Storytelling: Guide for Educators*, Midge Frazel, International Society for Technology in Education, 2010 ISBN 9781564842596

*How to Win Friends and Influence People*, Dale Carnegie, Pocket Books, 2010 ed.

*Making Presentations*, Tim Hindle, Dorling Kindersley Publishers, 1999 ed.

*Say it with Presentations*, Gene Zelazny, Tata McGraw-Hill Education (2004). *Presentation Zen: Simple Ideas on Presentation Design and Delivery (2<sup>nd</sup> Edition) (Voices that Matter)* Garr Reynolds. 2011

*Slide:ology: The Art and Science of Creating Great Presentations*, Nancy Duarte, 2008. ISBN 0596522347

*Social Media Marketing for Dummies*, Shiv Singh, Stephanie Diamond, Wiley, 2007. ISBN 9781118236307

*Robert's Rules of Order*, Robert Henry M., Createspace, 2010, ISBN 978145380715

