



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2017-2018)

Programme Name: PGDM

Term: I

Name of the Course: Business Communication

Maximum marks: 100

No. of Sessions: 10

Name of the Faculty: Prof. Aditya Godbole

Mobile No: 9702408307

Learning Objectives:

- Discuss the nature and essential components of business communication
 - Understanding today's dynamic workplace
 - Present comprehensive coverage of corporate world's communication concepts in an interesting and lively manner
 - Provide students with the written and technical communication skills they need to communicate effectively in a complex and ever-changing contemporary work environment
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Reference Books:

1. Essentials of Business Communication, 9th Edition, Marry Ellen Guffey and Dana Loewy
- DR VN BRIMS/REC/ACA/05



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2. Business Communication Today, 9th edition, Bovee, Thill and Chaturvedi; Pearson Publication, New Delhi.
3. Business Communication by M.K. Sehgal & Vandana Khetarpal; Excel Publication
4. Business Communication & Personality Development by Biswajit Das and Ipseeta Satpathy
5. Basic Business Communication by Lesikar, Flatley, Rentz and Neerja Pandey; 11th edition; Tata McGraw Hill Education Private Limited, New Delhi

Plan:

Session No	Topics to be covered	Books referred/ Recommended/ References-Print/Articles/ News/Research papers/ Online database/ Software /Simulations used	Learning outcomes	Evaluation of Students understanding by MCQs, Quiz, Short Test
1	Understanding The Foundations Of Business Communication Etiquette for Writing	Essentials of Business Communication, 9 th Edition, Marry Ellen Guffey and Dana Loewy – Chapter 1	Importance and role of communication in everyday life	
2	Planning Business Messages	Chapter 2	Ways to achieve impressive and meaningful written	



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			communication	
3	Writing Business Messages	Chapter 3		
4	Writing Routine & Positive Messages Writing Negative Messages	Chapters 6, 7		
5	Writing Messages for Electronic Media		Methods of effective audio-visual communication	
6	Communicating Information Through Visuals		Experiential learning through audio-visual means	
7	Planning Reports and Proposals	Chapter 9	Correct and effective Report-writing techniques	
8	Writing Reports and Proposals	Chapter 10		



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9	Presentations 1			
10	Presentation 2			

2. Practical Approach : Other activities (Atleast 4 distinct activities)

Sr. No.	Activity Name	Topic Coverd	Learning outcomes	Source
1	Role Play	Effective Communication	Improved decision making skills	
2	Industry Visit			
3	Academic Projects	Writing Reports	Improved writing skills	
4	Book Review			
5	Group Discussion	Various Topics	Public Speaking skills	
6	Business Quiz / Business News sharing			
7	Videos / Simulation	Non-verbal communication, Effective verbal communication		
8	Use of Softwares and Labs			



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9	Any other activity			



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Evaluation:

I) Internal:

Component	Details	Marks
Class Test		
Presentation	Weekly news/ Book review/ Newsletter	30
Case Study		
Participation	Ongoing Activities	10
Others		

Signature of Faculty

Signature of the Co-ordinator