



**Dr. V. N. Bedekar Institute of Management, Thane**  
**Teaching Plan (MMS/PGDM)**  
**Academic Year (2016-2017)**

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Programme Name: PGDM

Term: I

Name of the Course: Business Communication

Maximum marks: 100

No. of Sessions: 10

Name of the Faculty: Ms. Sheba Philip George

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**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, 9<sup>th</sup> Edition, Marry Ellen Guffey and Dana Loewy
2. Business Cmmunication 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:**

<b>Sessio n No</b>	<b>Topics to be covered</b>	<b>Books referred/ Recommended/ References-Print/Articles/ News/Research papers/ Online database/ Software /Simulations used</b>	<b>Learning outcomes</b>	<b>Evaluation of Students understanding by MCQs, Quiz, Short Test</b>
1	Understanding The Foundations Of Business Communication Etiquette for Writing	Essentials of Business Communication, 9 <sup>th</sup> 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	



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			impressive and meaningful written 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-	



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			writing techniques	
8	Writing Reports and Proposals	Chapter 10		
9	Presentations 1			
10	Presentation 2			

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

<b>Sr. No.</b>	<b>Activity Name</b>	<b>Topic Coverd</b>	<b>Learning outcomes</b>	<b>Source</b>
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			



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7	Videos / Simulation	Non-verbal communication, Effective verbal communication		
8	Use of Softwares and Labs			
9	Any other activity			



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**Evaluation:**

**I) Internal:**

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

**Signature of Faculty**

**Signature of the Co-ordinator**