

Business Communication

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Business Communication	2	1	0	1	12th Pass	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To train students to enhance written as well as oral communication in the corporate world.
- To help students in understanding the principles and techniques of business communication.
- To understand the use of electronic media for communication.

Learning outcomes

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to explain the need for communication in management.
- After studying this course, students will be able to appreciate the need of effective writing for communication.
- After studying this course, students will be able to demonstrate the skill of effective report writing and summarizing annual reports.
- After studying this course, students will be able to analyse business correspondence and e-correspondence.
- After studying this course, students will be able to appreciate oral presentations.

SYLLABUS

Unit 1: Introduction to the essentials of Business Communication (3 weeks)

Meaning, process and functions. Need and importance. Medium: verbal & non-verbal communication. Channels: formal & informal. Levels of communication. Direction of communication: downward, upward, lateral, & diagonal. Effective communication: difficulties/barriers and solutions. Interactive and non-interactive techniques of communication. Listening as a tool of communication, Guidelines for effective listening.

Unit 2: Effective Writing (3 weeks)

Guidelines for clear writing. References, bibliographical research tools. Citing methods, footnotes, discussion footnotes. Use of library and internet for collection, classification and interpretation of data and information.

Unit 3: Report Writing**(3 weeks)**

Types of reports. Formal report: components and purpose. Organising information: outlining & numbering sections, section headings, sub-headings, & presentation. Writing reports on field work/visits to industries, business concerns. Summarising annual reports of companies: purpose, structure and principles. Drafting minutes.

Unit 4: Business Correspondence and E-Correspondence**(3 weeks)**

Need and importance of business letters. Office memorandum, office circulars, notices and orders. Technology for communication. Effective IT communication tools. Electronic mail: advantages, safety and smartness in email. E-mail etiquettes.

Unit 5: Spoken English and Oral Presentation**(3 weeks)**

Effective negotiation: elements, process and general guidelines. Telephonic conversation. Conducting & facing interviews. Conducting & participating in group decisions. Making presentations: content and organising. Features of a good presentation. Delivering a presentation.

Practical Exercises:**(15 weeks)**

The learners are required to:

- learn how to summarise annual reports of companies.
- prepare presentations using power-point.
- participate in Group discussions and mock interviews.
- smartly draft business emails.

Essential/recommended readings

- C.B.Gupta (2019). Essentials of Business Communication, Sultan Chand & Sons.
- Kaul, A. Effective Business Communication, 2nd ed. PHI learning
- Lesikar, R.V. & Flatley, M.E. (2001). Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.
- Ludlow, R. & Panton, F.(1992). The Essence of Effective Communications, Prentice Hall of India Pvt. Ltd., New Delhi.
- Meyer C,Dev(2021). Communicating for Results,Oxford University Press
- Quintanilla, Kelly M, (2021), Business and Professional Communication, 4e, Sage Textbook
- R. C. Bhatia (2008), Business Communication, Ane Books Pvt Ltd, New Delhi.
- Raman and Singh(2012). Business Communication. Oxford University Press
- Scot, O., Contemporary Business Communication. Biztantra, New Delhi.

Note: Learners are advised to use the latest edition of readings.

Examination scheme and mode:

Total Marks: 100

Internal Assessment: 25 marks

Practical Exam (Internal): 25 marks

End Semester University Exam: 50 marks

The Internal Assessment for the course may include Class participation, Assignments, Class tests, Projects, Field Work, Presentations, amongst others as decided by the faculty.

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.

Communication in Everyday Life

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Communication in Everyday Life	2	0	0	2	12 th Pass	Nil.

Learning Objectives

The Learning Objectives of this course are as follows:

- To lay down a basic foundation for basic communication that is a part of a student's everyday life.
- To inculcate the fundamentals of communication with the aim to enhance listening, speaking and writing skills.
- To hone practical skills that can be used in day-to-day affairs.

Learning outcomes

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to improve mediation skills.
- After studying this course, students will be able to building human relationships.
- After studying this course, students will be able to foster societal understanding & develop an independent perspective.
- After studying this course, students will be able to enhance social communicationskills of students.

SYLLABUS

UNIT 1

(2 Weeks)

Theory of Communication

- Meaning, Features, Uses, Cycle, Feedback, Advantages
- Barriers
- 7 C's of Communication

UNIT 2

(3 Weeks)

Listening Skills

- Netiquettes
- Audio-book Listening & Discussions
- Note-taking

UNIT 3

(4 Weeks)

Speaking Skills

- Oral Presentation- Audio-Visual aids, Audience & Feedback, Delivery of Presentation, Handling Questions
- Group Discussion- Culture & History, Current Affairs, Society-related
- Public Speaking- Public Speech, Extempore
- Interview- Personal, Conversational, Public

UNIT 4

(2 Weeks)

Reading Skills

- Close Reading
- Skimming
- Scanning

UNIT 5

(4 Weeks)

Writing Skills

- Summarising
- Paraphrasing
- Note-making
- Essays- Expository Essay, Descriptive Essay, Narrative Essay
- Letter Writing- Formal Letter, Informal Letter
- Reports- Incidence, Newspaper, Organisational Report
- Analysis & Interpretation- Textual
- Intra & Inter-personal Skills - Monologue, Dialogue

Suggested Readings

- Chaudhary, Shoma. "Understanding Interviews, Billy Elliot is my Story, Only LessHappy". Tehelka: The People's Paper, 18 February 2006.
- Kumar, Dinesh. "Understanding Values, Our Muddled Generation". The Hindu, 26 March 2006.
- Learning to Write I, "Free Writing". In Fluency in English II, ed. Varma, Pramodini and Mukti Sanyal, pp. 1-5, Oxford, New Delhi, 2015.
- Learning to Write II, "Editing". In Fluency in English II, ed. Varma, Pramodini and Mukti Sanyal, pp. 25-27, Oxford, New Delhi, 2015.
- Learning to Write III, "What makes Good Writing Good". In Fluency in English II, ed. Varma, Pramodini and Mukti Sanyal, pp. 48-51, Oxford, New Delhi, 2015.

Examination scheme and mode:

Total Marks: 100

Internal Assessment: 25 marks

Practical Exam (Internal): 25 marks

End Semester University Exam: 50 marks

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Communication in Professional Life

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Communication in Professional Life	2	0	0	2	12th Pass	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To prepare the students for their upcoming professional fields.
- To inculcate the fundamentals of professional and business communication.
- To learn aspects of global communication.
- To enhance employability skills of the learners by enabling them to write effective resumes and face interviews with confidence

Learning outcomes

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to improve presentation skills to be learnt by effective use of verbal and non-verbal communication for the professional field.
- After studying this course, students will be able to acquire practical employability skills to be disseminated through focused sessions on practical employable knowledge.
- After studying this course, students will be able to enhance professional communication.
- After studying this course, students will be able to improve persuasion and negotiation skills which will be useful for the professional field.

SYLLABUS

UNIT 1

(2 Weeks)

- Theory of Business Communication
- Introduction
- What is Business Communication?
- Language of Business Communication
- Cultural Components – Cross-Cultural Communication, Cultural Shock, Stereotyping, Ethnocentrism
- Miscommunication & Effective Communication

UNIT 2

(3 Weeks)

Listening Skills

- Netiquettes
- Audio-book Listening & Discussions
- Note-taking

UNIT 3

(5 Weeks)


Speaking Skills

- Presentation Skills- Oral Presentation, Ppt. Preparation, Ppt. Presentation
- Group Discussion
- Talks- Domain-specific, Ted-Talks, Business Meets, Motivational Talks
- Telephonic Skills
- Persuasion Skills
- Meeting & Negotiation
- Interview- Promotion Interview, Job Interview, Business Interview
- Functions and activities of PR

UNIT 4

(5 Weeks)

Writing Skills

- Summarising & Paraphrasing
 - Job-Oriented Skills- CV, Resume & Bio- Data, Job Application Letter
 - Documentation
 - Advertisements & Invitation
 - Letter Writing- Applications, Business Letters
 - Report- Analytical Report, Project Report
 - Digital Communication in Social Space- Social Media Posts (Twitter, Facebook), Blog Writing, Review Writing
 - Advertisement/Invitation/Poster Designing- Canva/MS Word/Coral
 - Memo, Office Order, Minutes
 - Making Online Academic/Work Profile- LinkedIn
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Suggested Readings

- Kaushik, J.C. and K.K. Sinha eds., English for Students of Commerce, OxfordUniversity Press, New Delhi.
- Sethi, Anjana & Bhavana Adhikari, Business Communication, Tata McGraw Hill.
- Anjana Neira Dev, et.al, eds. Business English, Department of English, Universityof Delhi, 2011, Pearson Publications, New Delhi.

Examination scheme and mode:

Total Marks: 100

Internal Assessment: 25 marks

Practical Exam (Internal): 25
marks

End Semester University Exam: 50 marks

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Creative Writing

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Creative Writing	2	0	0	2	12th Pass	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To build creative writing skills of students in the main modes of creative writing viz poetry, fiction (novel, short stories), non-fiction (life narratives, autobiographies and biographies) and drama.
- To inculcate practical skills in students by mapping their creative talent which is beneficial for employability too.
- To perform hands-on activities to students to develop their creative skills through practical sessions.

Learning outcomes

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to be sensitive to the texture of literary language.
- After studying this course, students will be able to develop craft in creative writing.
- After studying this course, students will be able to develop sense of expressing themselves through poetry/short story/biography.
- After studying this course, students will be able to induce an understanding of the relationship between an individual and society.
- After studying this course, students will be able to get into different fields and pursue versatile career opportunities.
- After studying this course, students will be able to develop an understanding of theatre and performance through drama will also help them to develop observational and behavioural skills.
- After studying this course, students will be able to develop a critical thought process and a knack in putting it in words. Students may also utilise the learnings of proofreading and editing for their academic and professional growth.
- After studying this course, students will be able to go for publishing their own work.
- After studying this course, students will be able to write a book and submit to professional bodies & academic organisations.

SYLLABUS

UNIT 1

(5 Weeks)

- Introduction to Creative Writing- Meaning, Importance
- Imagination & Writing- Peer-interaction, Activities on Imagination
- Tropes, Motifs and Figures- Learning tropes, motifs and figures through videos, Discussion on the findings
- Craft of Writing- Figure of Speech, Word Play, Character Creation
- Character Creation- Dialogue Enaction, Learning Characters through discussion on famous writings, Character Analysis, Writing activities on creating different types of characters (gender/social background/ethnicity etc.)

UNIT 2

(5 Weeks)

- Close Reading
- Analysis and Interpretation- Reading different works in Literature, Discussion in small groups, Practice Writing Session
- Proofreading & Editing- Practice sessions on Proofreading & Editing of different types of writing

UNIT 3

(5 Weeks)

- Steps of Creative Writing- Pre-Writing, Writing, Post-Writing/Final Draft
- Types of Creative Writing- Poetry, Fiction, Non-Fiction (Life Narratives), Drama
- Creative Writing & Media- Film Review, Book Review, Other Writings in Media, Submission, Publication
- Learning to write Poetry- Reading & understanding Poetry; Practising tone, rhyme, metre, verses; Writing sessions
- Learning to write Fiction- Reading & understanding Fiction; Practicing different elements of fiction (Short story, Novella, Novel); Writing sessions
- Learning to write Non-Fiction- Reading & understanding Non-Fiction (Biographies & Autobiographies); Practicing different elements of non-fiction; Writing sessions
- Learning to write Drama- Reading & understanding Drama; Practicing different elements (plot, character, climax, verbal & non-verbal cues) of Drama; Writing sessions
- Submission & Publication (in Print & Digital) - Discussions over how & where to submit and publish (online/offline), Hands-on activities

Suggested Readings

- *Creative Writing: A Beginners' Manual* by Anjana Neira Dev et al. for The Department of English, University of Delhi (New Delhi: Pearson, 2008).

Examination scheme and mode:

Total Marks: 100

Internal Assessment: 25 marks

Practical Exam (Internal): 25 marks

End Semester University Exam: 50 marks

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Negotiation and Leadership

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Negotiation and Leadership	2	0	0	2	12 th Pass	NIL

Learning Objectives


The Learning Objectives of this course are as follows:

- To introduce the students to the importance of negotiation skills
- To expose the students to diverse contexts and situations that require negotiation skills
- To learn about the management of critical and crisis situations
- To evolve relationship building skills

Learning outcomes

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to apply negotiation skills to obtain desired results
- After studying this course, students will be able to understand the various aspects of a crisis situation for appropriate management.
- After studying this course, students will be able to learn how to manage complex negotiation situations.
- After studying this course, students will be able to understand the process of relationship building.
- After studying this course, students will be able to test and judge the legitimacy of the terms of negotiation



SYLLABUS

Unit 1

(3 weeks)

Negotiation Fundamentals Key concepts and core vocabulary of negotiation process, deal-making and dispute resolution, Assumptions and biases that are barriers to effective negotiation, Collaborative approaches, risk & opportunities to achieve win-win outcomes

Negotiation Canvas Introduction of a framework for negotiation preparation and how to use it, Elements of negotiation canvas i.e. relationship, alternatives, legitimacy, options, interests among others, Difference between position and interests

Unit 2

(4 weeks)

Managing critical moments

Types of negotiation approaches used by negotiators Critical moments that can make or break the deal How to identify these critical moments, Strategies to manage critical moments in the negotiation

Effective Communication and Relationship Building

Role of communication and relationship in negotiation, Understanding the other party's psychology to understand their interests, build trust and improve the scope of the negotiation, Unconditionally constructive behaviours, Methods of building trust, and empathy, Overcoming communication barriers, difficult behaviours and information asymmetry

Unit 3

(4 weeks)

Discovering, creating and claiming value

Methods of value discovery during negotiation, How is value divided and claimed between the negotiating parties?, What are the tradeoffs, mutual gains and contingencies?, Concept of distributive bargaining, equitable solutions, and ZOPA (zone of possible agreement), Biases and enemies of value creation

Complex Negotiations

Strategies for negotiations are not straightforward, involve several issues, include multiple stakeholders, and/or involve powerful parties, Hofstede's Culture dimensions, Dealing with people with difficult behaviours

Unit 4

(4 weeks)

Managing Alternatives

Concept of BATNA (Best Alternative to Negotiated Agreement), Methods to evaluate alternative options/offers, Management of one's alternatives and other party's alternatives during negotiation.

Legitimacy and Building Commitment

When to say yes to agreed terms, and when to walk away, Criteria for decision-making on negotiated terms, Assessment of the legitimacy of negotiated terms, Leading all parties to commit to the negotiated agreement, Steps from plan to execution

Essential/Recommended Readings

- Getting to Yes: Negotiating Agreement Without Giving in by Roger Fisher, William L. Ury, and Bruce Patton. Penguin Books
- Difficult Conversations: How to Discuss What Matters Most by Douglas Stone, Bruce Patton, Sheila Heen. Penguin Books
- Value Negotiation: How to Finally Get the Win-Win Right by Horacio Falcão. Pearson Education

Articles

- The Seven Myths of Win-Win Negotiations, by Horacio Falcão
- Control the Negotiation before it begins by Deepak Malhotra

Examination scheme and mode:

Total Marks: 100

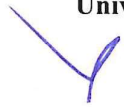
Internal Assessment: 25 marks

Practical Exam (Internal): 25 marks

End Semester University Exam: 50 marks

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PERSONALITY DEVELOPMENT AND COMMUNICATION

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Personality Development	2	1	0	1	12th Pass	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To develop inter personal and effective communication skills.
- To develop problem solving skills and understand its influence on behaviour and attitudes of individuals.

Learning outcomes

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to understand the importance of oral and written communication in day-to-day working of the organisation.
- After studying this course, students will be able to develop inter personal skills and problem-solving skills.
- After studying this course, students will be able to understand the role of body language in effective communication.

SYLLABUS

Unit 1

(4 Weeks)

Introduction, need for Communication, Process of Communication, Written and Verbal Communication, Visual communication, Signs, Signals and Symbols, Silence as a Mode of Communication, Inter-cultural, Intra-cultural, Cross-cultural and International communication, Communication through Questionnaires, Business Letter Writing, Electronic Communication.

Unit 2

(4 Weeks)

Business Cases and Presentations, Letters within the Organizations, Letters from Top Management, Circulars and Memos, Business Presentations to Customers and other stakeholders, presenting a Positive Image through Verbal and Non-verbal Cues, Preparing and Delivering the Presentations, Use of Audio-visual Aids, Report Writing.

Unit 3**(4 Weeks)**

Barriers to Communication, Improving Communication Skills, Preparation of Promotional Material, Non-verbal communication, Body language, Postures and gestures, Value of time, Organizational body language, Importance of Listening, Emotional Intelligence. Working individually and in a team, Leadership skills, Leadership Lessons, Team work and Team building, Feedback, Feed forward Interpersonal skills – Delegation, Humour, Trust, Expectations, Values, Status, Compatibility and their role in building team – work Conflict Management – Types of conflicts, how to cope with conflict.

Unit 4**(3 Weeks)**

Negotiation Skills, Types of Negotiation, Negotiation Strategies, Selling skills – Selling to customers, Selling to Superiors Selling to peer groups, team mates and subordinates, Conceptual selling, Strategic selling, Selling skills – Body language.

Essential/recommended readings

- Kushal Jin – Business Communication, VK India.
- Krishnamacharyulu, C. S. G, Ramakrishnan Lalitha – Personality Development, Interpersonal Skills and Career Management, Himalaya Publishing.
- Corvett Budjac – Conflict Management: A Practical Guide to Developing Negotiation Strategies, Pearson.

Suggestive Readings

- Mitra, B. K., Personality Development and Soft Skills, Oxford University Press.
- Kumar Sanjay and Pushplata, Communication Skills, Oxford University Press.
- Mandal S. K., Effective Communication and Public Speaking, Jaico Publishing.

Note: Latest edition of the readings may be used

Examination scheme and mode:

Total Marks: 100

Internal Assessment: 25 marks

Practical Exam (Internal): 25 marks

End Semester University Exam: 50 marks

The Internal Assessment for the course may include Class participation, Assignments, Class tests, Projects, Field Work, Presentations, amongst others as decided by the faculty.

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Public Speaking in English Language and Leadership

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Public Speaking in English Language and Leadership	2	0	0	2	12th pass	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To impart leadership skills to students along with adequate communication skills to create strong leaders in the emerging social, political and corporate world.
- To create leaders with ethics and resilience in industry-based fields as well as social fields.
- To allow students to realise their leadership skills and curate them through a hand-on practical approach which will be helpful in generating employable skills for them.

Learning outcomes

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to learn effective communication through Public Speaking will instill leadership development among students.
- After studying this course, students will be able to lead in different fields at the undergraduate level, be responsible citizens and employ leadership skills in their future endeavours, too.
- After studying this course, students will be able to strengthen their critical mindset, help them being assertive and put forward constructive viewpoints employing the skills learnt in the practice sessions.

SYLLABUS

UNIT 1

(2 Weeks)

- Introduction to Effective Communication- Features, Advantages & Disadvantages
- Importance of Listening
- Oral communication- Meaning, Features & Importance
- Reading Public Speech- Reading documented speeches delivered in the past; Understanding the art of word play, vocabulary and putting thoughts into words

UNIT 2

(5 Weeks)

- Public Speaking-
 - ✓ What is Speech?, Overcoming Fear of Public Speaking, Language of Public Speech
 - ✓ Drafting a Public Speech (Reading, research, writing, Fact check, Re-writing, Delivery)
 - ✓ 3P's of Public Speaking (Preparation, Practice, Performance)
 - ✓ Rhetoric Skills, Art of Informative & Persuasive speaking, Concluding Speech with Power
- Types of Public Speaking-
 - ✓ Physical & Online
 - ✓ Political, Organisational, Educational & Motivational
 - ✓ Ted Talks, Public Speaking in Media
- Listening in groups and Discussion- Listening famous speeches (from history & everyday life); Analysis of its elements & classroom discussion
- Writing Public speech- Classroom Practice Sessions

UNIT 3

(5 Weeks)

- Leadership Skills- (2 hrs.)
 - ✓ Meaning, Features & Importance
 - ✓ Historical Overview
 - ✓ Leadership in Academic Life, Corporate Space, Public Life, Social Leadership and Political Leadership
- Leadership & Innovations- (2 hrs.)
 - ✓ Audience analysis
 - ✓ Audience Engagement & Leadership
 - ✓ Influencing through Leadership
- Execution & Delivery of Public Speech- Learning rhetorics through speeches in the form of Audio/ Video; Learning Body Language & Paralanguage through ICT
- Developing leadership competence through Public Speaking- Intra-class Speech Competitions; Extempore; Group Discussion

UNIT 4

(3 Weeks)

- Importance of Public Speaking in developing Leadership Skills
- Ethics in Public Speaking & Leadership
- Mock Parliament/MUNs
- Workshop

Suggested Readings:

- ✓ Beebe, S. A., & Beebe, S. J. (2012). Public speaking: An audience-centred approach. (8th ed.). Boston: Pearson.
- ✓ Cardon, P. (2014). Business communication: Developing leaders for a networked world. (international ed.). New York: McGraw-Hill.
- ✓ Jaffe, C. I. (2013). Public speaking: Concepts & skills for a diverse society. (7th ed.). Boston: Cengage Learning.

Examination scheme and mode:

Total Marks: 100

Internal Assessment: 25 marks

Practical Exam (Internal): 25 marks

End Semester University Exam: 50 marks

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