

Course Code	MA 503	
Course Title	Business Communication	
No. of Credits	3	
Pre-Requisites	None	
Compulsory / Optional	Compulsory for Mechanical Engineering with Business Track of Mechanical Engineering / Optional for Others	
Aim (s): To provide the necessary tools to develop communication skills for effective business operations and professional conduct as engineering managers.		
Intended Learning Outcomes: On completion of the course, students should be able to:		
<ol style="list-style-type: none"> 1. Describe the importance of understanding the audience and shaping the message accordingly. 2. Relate different communication modes for different situations and audiences. 3. Apply effective communication skills in presenting, negotiating, business writing and conducting meetings. 4. Apply effective communication skills to facing and conducting interviews. 		
Time Allocation (Hrs): Lectures 9, Tutorials/Small Group Discussions 31, Assignments 10		
Course content / Course descriptions:		
<ul style="list-style-type: none"> • Understanding Your Audience: Understanding yourself; perception; getting to know your audience • Different Communication Modes for Business Situations: Communication choices in businesses; techniques of communications; nonverbal communications; listening and critical thinking • Effective Writing for Business: Letters and memorandums; proposals; reports; resume; text, email • Business Presentations: Preparation for presentations; presenting; use of presentation aids • Conducting Business Meetings: Agenda; role of the chair and members; meeting minutes • Business Negotiations: Laying the ground work; mutual gain and win-win situations; difficult issues and ethics • Communications in Handling Stress, Conflict and Counseling: Controlling stress through communication; conflict handling and decision making; manager as a counselor • Interviewing Skills: Facing interviews; conducting interviews 		
Recommended Texts:		
<ol style="list-style-type: none"> 1. John, V. Thill. & Courtland, L. Bovee. (2017). <i>Excellence in Business Communication</i>. Pearson Education. 2. Deepak Malhotra. (2016). <i>Negotiating the Impossible: How to Break Deadlocks and Resolve Ugly Conflicts</i>. Pearson. 3. Richard Luecke & Mary Munter. (2003). <i>Harvard Business Essentials: Business Communication</i>. Harvard Business School Press. 		
Assessment		Percentage Mark
In Course Small Group Activities/ Case Studies/ Assignments/Presentation		60
End Semester		40

