

CALCUTTA BUSINESS SCHOOL

Course Structure: Oral Communication (DM 21402)

PGDM—TERM 1: SESSION 2020-22

1. GENERAL

Course	PGDM
Subject Code	DM 21402
Subject Title	Oral Communication
Classroom Sessions	20 sessions

2. LEARNING OUTCOMES

The aim of this course is to develop students' oral communication skills in the English language that will enable them to function effectively in a business environment. The course offers a practical approach to corporate communication which includes training in the principles and key elements of oral business etiquette and the effective delivery of oral presentations. The course content focuses on selected oral forms of communication related to topics and issues critical to students of Business Studies.

This course aims to help you develop the proficiency needed to succeed in today's technologically enhanced workplace by focusing on the development of professional oral communication skills. Having good oral communication skills is imperative in today's workplace. In today's corporate environment, where the focus is on synergy and avoiding silos, meetings can range from customer interactions to internal corporate communications and project discussions on a daily basis. Moreover, with India's rising importance in a global arena, interactions with international partners will be a regular feature of all senior managers. With the arrival of videoconferencing, large-scale meetings are possible with increased frequency. Through this course, you will improve your reporting skills, proposal skills, presentation skills, negotiation skills and also acquire experience of participating in and chairing of meetings; and completing job interviews successfully.

Upon successful completion of this course, students should be able to

- present orally informal and formal reports that include analysis and offer recommendations;
- participate in meetings and conduct meetings displaying proper techniques in telephone/internet usage;
- summarise personal achievements and skills in order to present oneself in front of future employers or academic institutions;

- perform effectively in interviews;
- propose and negotiate successfully;
- prepare and deliver an oral presentation utilizing electronic software;
- realize the impact of language usage on applying business etiquette to a variety of professional situations;
- recognize the importance of cultural differences and how they affect communication in a business environment.

Students will also become adept at life skill areas like:

- collaborative skills through team work;
- capacity to adapt to new situations.

3. COURSE CONTENT

The syllabus includes oral business communication skills, such as:

- Telephone conversations and videoconferencing
- Conducting or participating in business meetings
- Dynamics of professional presentation
- Making proposals
- Business presentations
- Presenting business reports (dealing with numbers, interpreting graphics)
- Conducting negotiations
- Job interviews (mock)
- Q & A sessions
- Group discussions
- Conversation and debates

The syllabus also covers the language skills required for successful oral communication, such as:

- Essentials of grammar—
 - * Articles
 - * Prepositions
 - * Modals
 - * Auxiliaries
 - * Tenses
 - * Voice
- Errors and misappropriation
- Advanced vocabulary

4. TEACHING METHODS & ASSESSMENT

Mode of delivery: Online classes (blended learning)

TEACHING METHODS

Online lectures

Collaboration

Role play, group discussion

Strategies for oral practice

Preparation for a PowerPoint presentation and script on a business topic

Independent learning

ASSESSMENT METHODS

I. Mid-terms (25% of the grade)

Part A: Written – questions on English grammar and usage (15% of the grade)

Part B: Oral – assessment of listening and speaking by instructor (10% of the grade)

II. End-terms (40% of the grade)

Part A: Written – questions on English grammar and usage (20% of the grade)

Part B: Oral – assessment of listening and speaking by instructor (20% of the grade)

III. Class assessment (35% of the grade)

Part A: PowerPoint presentation (10% of the grade)

Part B: Negotiating a deal (15% of the grade)

Part C: Classroom participation (10% of the grade)

5. COURSE MATERIAL

Diamantis, G. (2013) English for Business Communication. Athens: Fedimos Publications. Chiotis-Lesowitch, I.

Selected Elements of Written and Oral Communication. Course notes. [Online] Available at:
<http://moodle.teipir.gr/course/view.php?id=140>