**MBA207: Professional Communications**

***Program Objectives:***

*The Professional communication course has been designed for the students with following objectives:*

* *To Learn and practice principles essential for good oral and written communication*
* *To Speak, write, and listen with increased confidence and competence*
* *Develop teamwork skills and specific strategies to work effectively in teams*
* *To Plan and conduct information-gathering interviews*
* *To Research, organize, and deliver professional oral presentations*

**Methods of Instruction**

* Class lecture, class discussion, interpersonal and small group exercises, and classroom presentations.

**Work Plan:**

1. Presentation Assignment:

Presentations: Students will be given several opportunities to give presentations in front of the class. The guidelines for each presentation will be given AT LEAST one week before the presentation is due. All presentations will be graded based on the instructor’s rubric, which the students will be given prior to presenting.

1. Interview Assignment
2. Written Assignment
3. Quizzes: Quizzes and Tests: Students will be given periodically to assess the student’s knowledge of the subject.
4. Projects: Students are required to submit one final Professional Communication Project

**Course Content**

**UNIT I (7 Hrs.): Understanding the Professional Communication in global Scenario**

* + Communication Challenges in a Diverse, Global Marketplace
  + Collaborations, Interpersonal Communication and Business Etiquettes.

Self-Awareness and Personal Effectiveness

* Self-Introduction
* Developing Positive Attitude
* Ethics and Moral values
* Completing Personality Tests

**UNIT II (10 Hrs.): Professional Writing**

* Writing Professional Messages
* Messages That Request or Persuade
* Formatting Professional Messages
* Formatting Letters
* Formatting Memos and E-mails
* Writing for Specialized Purposes
* Writing Technical Documents
* Writing for Social Media
* Writing Reports
* Document Design
* Crafting brief Business Messages

**UNIT III (10 Hrs.): Listening, Reading and Speaking**

* Listening and Reading
* Listening with a Purpose
* Listening Is a Skill
* Active Listeners
* Reading with a Purpose
* Reading Skills
* Reading Techniques
* Effective Reading exercises

Speaking and Presenting

* Informal and Formal Presentations
* Speaking in the Workplace
* Formal Presentations
* Developing a Slide Presentation
* Preparing and Evaluating the Presentation

**UNIT IV (13 Hrs.): Interview Techniques**

* Interviewing Principles and Skills
* Interviewing Types
* Understanding the Interview Process
* Preparing for a Job Interview
* Group Discussion
* Mock Interviews Sessions

Course Outcomes

In this course, learners…

* Evaluate the importance of communication in the workplace;
* Analyze factors that contribute to failure or success in professional writing;
* Demonstrate professional writing skills;
* Demonstrate the ability to write for different business audiences;
* Assess current technologies used in the workplace;
* Analyze a case study;
* Plan and implement the stages of the research process;
* Evaluate a variety of research sources;
* Demonstrate the ability to support messages and arguments with relevant research sources;
* Plan and deliver an effective oral presentation.

**Evaluation Rubric**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **LEVEL 4** | **LEVEL 3** | **LEVEL 2** | **LEVEL 1** |
| Delivery and Enthusiasm | Very clear and concise flow of ideas.  Demonstrates passionate interest in the topic and engagement with the class. | Clear flow of ideas  Demonstrates interest in topic and engagement with the class. | Most ideas flow but focus is lost at times  Limited evidence of interest in and engagement with the topic | Hard to follow the flow of ideas.  Lack of enthusiasm and interest. |
| **Visuals** | Visuals augmented and extended comprehension of the issues in unique ways | Use of visuals related to the material | Limited use of visuals loosely related to the material | No use of visuals. |
| **Involvement of the class:**  **-Questions**  **-Generating discussion**  **-Activities** | | Excellent and salient discussion points that elucidated material to develop deep understanding  Appropriate and imaginative activities used to extend understanding in a creative manner | Questions and discussion addressed important information that developed understanding  Appropriate activities used to clarify understanding | Questions and discussion addressed surface features of the topic  Limited use of activities to clarify understanding | Little or no attempt to engage the class in learning |
| **Response to Class Queries** | | Excellent response to student comments and discussion with appropriate content supported by theory/research | Good response to class questions and discussion with some connection made to theory/research | Satisfactory response to class questions and discussion with limited reference to theory and research | Limited response to questions and discussion with no reference to theory/research |