



# **KV INSTITUTE OF MANAGEMENT AND INFORMATION STUDIES - COIMBATORE**

Approved by AICTE - New Delhi, Affiliated to Anna University - Chennai

**A Nationally Ranked B School for MBA**

No. 545, Sathy Main Road, Kurumbapalayam Post, Coimbatore - 641 107

## **LESSON PLAN**

<b>DEGREE - MBA (2018-2020)</b>	<b>SEMESTER I</b>	<b>TARGET SESSIONS – 30 Hrs</b>
<b>COURSE CODE –BA5111</b>	<b>COURSE TITLE – SPOKEN AND WRITTEN COMMUNICATION</b>	
<b>FACILITATOR – Dr.S.P.Thenmozhi</b>		

### **AIM:**

- To enable the writing and presentation skills of students
- To make them prepare for work place communication

### **COURSE OBJECTIVE**

- To familiarize learners with the mechanics of writing
- To enable learners to write in English precisely and effectively.
- To enable learners to speak fluently and flawlessly in all kinds of communication contexts with all nationalities.

**LEARNING OUTCOMES:** At the end of successful completion of this course, students will be able to:

- Express themselves in different genres of writing from creative to critical to factual writing
- Read quite widely to acquire content for speaking and style of writing
- Identify their areas of strengths and weaknesses in speaking and writing
- Speak confidently in different contexts – informal and formal

### **COURSE DELIVERY:**

The pedagogy include lectures, class discussions, case presentations, written case summaries, Assignments, Seminars, videos. To develop true interest in the subject, text books, reference books, Videos and Case Studies are prescribed as the sources of study material. Students can approach the course facilitator for any clarifications in the subject and also refer relevant sources for their Assignment and Seminars.

## GRADING PATTERN

No.	Component	Unit Score	Times	Total Score	Weight
1	Attendance*			05	05
2	Internal Assessment Tests	50	3	100	10
3	Assignments	-	3	5	05
4	End Semester Examination	100	1	100	80
	<b>Total</b>				100

## ATTENDANCE MARKS

Percentage of Attendance	Weight
96-100	5
91-95	4
86-90	3
81-85	2
76-80	1

### CODE OF CONDUCT:

Any form of cheating, plagiarism, impersonation, falsification of a document as well as any other form of dishonest behavior related to the obtaining of academic gain or the avoidance of evaluative exercises committed by a student is judged as an academic offence.

### CLASS PARTICIPATION:

It means physical, mental and intellectual participation in class. Students are expected to read well in advance for active participation in class. They need to contribute to the academic discussion in every session and quality of such contribution must be appreciable.

They are welcome to share their practical experiences, provided those are relevant and related to topic.

### IMPORTANT INFORMATION:

1. Students are required to be present in class at scheduled time.
2. They must carry their subject note book and lesson plan to the class.
3. If a student fails to attend the class within 05 minutes of its scheduled time, he will be marked absent.
4. Students are required to take consent from the course faculty for any kind of permission.

**NO. OF STUDENTS ENROLLED IN THE CLASS:120**

## COURSE PLAN/SCHEDULE

SESSION	CONTENT	PEDAGOGY	RESOURCE	DELIVERABLES (ONLINE - VIDEOS / CASE STUDY)	DATE OF CLASS HANDLED	NO OF STUDENTS PRESENT IN THE CLASS
<b>UNIT-1-PERSONAL COMMUNICATION</b>						
<b>PRE VIDEOS:</b>						
<a href="https://www.youtube.com/watch?v=80UVjkcxGmA">https://www.youtube.com/watch?v=80UVjkcxGmA</a>						
<a href="https://www.youtube.com/watch?v=bQMw3jNIUGE">https://www.youtube.com/watch?v=bQMw3jNIUGE</a>						
<a href="https://www.google.co.in/search?q=how+to+improve+communication+for+beginners&amp;oq=how+to+improve+communication+for+beginners&amp;aqs=chrome..69i57j0l2">https://www.google.co.in/search?q=how+to+improve+communication+for+beginners&amp;oq=how+to+improve+communication+for+beginners&amp;aqs=chrome..69i57j0l2</a>						
1	Day-to-day conversation with family members, neighbours, relatives, friends on various topics	Activity (Talk to your partner)	<a href="https://www.youtube.com/watch?v=OzKYDbnRNcY">https://www.youtube.com/watch?v=OzKYDbnRNcY</a>	<b>Tools</b>  1.Skillopedia 2.Google voice search - for pronunciation 3. CAMBLY App 4.ORAI App-speech coach 5. Lingoda-native english speakers		
2,3,4,5	Improve self confidence	5 minutes presentation on a topic of choice	Video recording and giving feedback individually			
6	How to Overcome Fear of Public Speaking	Discussion				
7,8,9	Talking about your personality	1 minute Presentation	<a href="https://www.youtube.com/watch?v=l_oBnK12-4">https://www.youtube.com/watch?v=l_oBnK12-4</a>			
10	Tips to improve speaking in English language	Lecture	<a href="https://www.youtube.com/watch?v=aFNtJw6p5dg">https://www.youtube.com/watch?v=aFNtJw6p5dg</a> <a href="https://www.youtube.com/watch?v=1hkb2uuHk2g">https://www.youtube.com/watch?v=1hkb2uuHk2g</a>			
11	How to make an effective presentation	Lecture (PPT)	<a href="https://www.slideshare.net/satyajeet_02/how-to-make-effective-presentation">https://www.slideshare.net/satyajeet_02/how-to-make-effective-presentation</a>			
12	Body language	Video Discussion	<a href="https://www.youtube.com/watch?v=v36Vt9GmH8">https://www.youtube.com/watch?v=v36Vt9GmH8</a> <a href="https://www.youtube.com/watch?v=v36Vt9GmH8">https://www.youtube.com/watch?v=v36Vt9GmH8</a>			

**Assignment:**

Part A: Write 10 sentences of day to day activities.

Part B: Write a short passage on your own on chosen topics of your interest, daily for 10 days and submit.

Part C: Read short stories and tell the story to your partner.

Part D: Write a letter to convey the information of purchase details to your supplier.

**Skills Incorporated:** Speaking skill and writing skill

### UNIT-2-SOCIAL COMMUNICATON

**PRE VIDEOS:**

- <https://www.youtube.com/watch?v=1mHjMNZZvFo>- Interview Skills
- [https://www.youtube.com/watch?v=\\_gY9Y8Ygp3s](https://www.youtube.com/watch?v=_gY9Y8Ygp3s)- Group discussion techniques

13,14, 15	Interview skills – HR and technical – Types of interview, preparation for interview, mock interview.	Lecturing (PPT) & Mock Interview	1. <a href="https://www.indiabix.com/hr-interview/questions-and-answers/">https://www.indiabix.com/hr-interview/questions-and-answers/</a> 2. <a href="https://www.youtube.com/watch?v=B_kL98JHAO_w">https://www.youtube.com/watch?v=B_kL98JHAO_w</a>	Video recording and giving individual feedback, video recording of second mock interview for improvement		
16,17, 18	Group Discussion – Communication skills in Group Discussion, Structure of GD, GD process, successful GD techniques.	Group discussion	1. <a href="https://www.youtube.com/watch?v=JREV7-ZkOck">https://www.youtube.com/watch?v=JREV7-ZkOck</a> 2. <a href="https://www.youtube.com/watch?v=PfJg-67smf4">https://www.youtube.com/watch?v=PfJg-67smf4</a>			
19,20	Time management and effective planning – identifying barriers to effective time management	Role play of a Corporate situation	<a href="https://www.youtube.com/watch?v=3_Q-LXUm-ZKc">https://www.youtube.com/watch?v=3_Q-LXUm-ZKc</a>	video recording and posting in college website		

**Assignment:**

Part A: Participate in a Group discussion on the topic given.

Part B: Take up a Mock interview.

Part C : Do a Role play, take video and post in website within the time frame.

**Skills Incorporated:** Speaking and Interpersonal skills

### UNIT-3-WORK PLACE COMMUNICATION

**PRE VIDEOS:**

- <https://www.youtube.com/watch?v=kaH4xfodN3w> – Workplace Communication
- <https://www.youtube.com/watch?v=FXIuHOFAxos> – Report Writing
- <http://writing-skills.com/simple-strategies-for-clear-written-communication-the-actuary>

21, 22	Presentations	Lecturing (PPT) & Activity	Technical writing:process&product By Gerson& Gerson:Chapter:18:P.no:597			
24	Interviews	Video Presentation	Business management skills by E.H.Grath P.no423-513			
25	Profile of institutions, speeches	Lecturing (PPT) & Activity	<a href="http://www.sciencedirect.com/science/article/pii/S1877042813001481">http://www.sciencedirect.com/science/article/pii/S1877042813001481</a> <a href="http://writingcenter.unc.edu/handouts/speeches/">http://writingcenter.unc.edu/handouts/speeches/</a>			
26	Resumes, Applications	Lecturing (PPT) & Activity	<a href="http://www.legalombudsman.org.uk/downloads/documents/publications/Guide-Good-Complaints-Handling.pdf">http://www.legalombudsman.org.uk/downloads/documents/publications/Guide-Good-Complaints-Handling.pdf</a> Business management skills by E.H.Grath P.no423-513			
27	Strategies for writing	Pre reading and Discussion	Technical writing:process&product Gerson:Chapter:15:P.no:470			

**Assignment:**

- Part A: Prepare your resume and apply for a job with cover letter  
 Part B: Write a book review on a book of your choice and make a presentation  
 Part C: Watch a video given and write the content and make a presentation for 5 minutes  
 Part D: Make a presentation about a Company/CEO/Business leader of your choice  
 Part E: Meet an Entrepreneur/MD of a company, Interview about their success story, make a video presentation (Group task)

**Skills Incorporated:** Presentation and writing skills**UNIT-4-RESEARCH WRITING****PRE VIDEOS:**

- <https://www.youtube.com/watch?v=q2197KT1iNE> – Article Writing
- <https://www.youtube.com/watch?v=rvnEpUnXrj8> – Developing a Questionnaire

28	Articles for publication, Writing abstract	Lecturing (PPT)	1. Basic business communication by lesikar, chap:19:P.no:521 2. Technical writing: process & product By Gerson & Gerson: Chapter: 14:P.no:447 <a href="http://www.wikihow.com/Write-an-Abstract">http://www.wikihow.com/Write-an-Abstract</a>			
	Developing questionnaire		Basic business communication by lesikar, chap:19:P.no:543			
	Dissertation		<a href="https://www.cs.purdue.edu/homes/dec/essay.dissertation.html">https://www.cs.purdue.edu/homes/dec/essay.dissertation.html</a>			
	Qualities of research writing and data analysis		1. <a href="https://ori.hhs.gov/education/products/n_illinois_u/datamanagement/datopic.html">https://ori.hhs.gov/education/products/n_illinois_u/datamanagement/datopic.html</a>			

**Assignment**

- A. Develop a Questionnaire  
 B. Write an article

**Skills Incorporated:** Analytical and writing skills

## UNIT-5-WRITING FOR MEDIA AND CREATIVE WRITING

### PRE VIDEOS:

- <https://www.youtube.com/watch?v=4XPUCJGABXI> – Effective Writing Skills
- <https://www.youtube.com/watch?v=P5PBhbKONbQ> – Writing for Media- Radio and Television

29	Features of publication(news paper, magazines, news letters, notice board)	Pre reading, Discussion	1. <a href="https://www.theguardian.com/bo oks/2008/sep/25/writing.journali s m.news">https://www.theguardian.com/bo oks/2008/sep/25/writing.journali s m.news</a> 2. <a href="http://www.mantex.co.uk/2010 /1 1/28/how-to-write-a- newsletter/">http://www.mantex.co.uk/2010 /1 1/28/how-to-write-a- newsletter/</a>  3. <a href="https://wps.pearsoned.com/wps/media /o bjects/6524/6681325/Notice">wps.pearsoned.com/wps/media /o bjects/6524/6681325/Notice</a>			
30	Case studies	Assignment	<a href="http://www.wikihow.com/Write-a- Case-Study">http://www.wikihow.com/Write-a- Case-Study</a>	Case study		
	Short stories		<a href="http://www.wikihow.com/Write-a- Short-Story">http://www.wikihow.com/Write-a- Short-Story</a>			
	Travelogues		<a href="https://academichelp.net/creativ e- writing/write-travelogue.html">https://academichelp.net/creativ e- writing/write-travelogue.html</a>			
	Writing for children		<a href="http://eric.ed.gov/?id=EJ497413">eric.ed.gov/?id=EJ497413</a>			
	Translation		<a href="https://www.mcgill.ca/continuin gs tudies/about-scs/academic- areas/translation-written- communication">https://www.mcgill.ca/continuin gs tudies/about-scs/academic- areas/translation-written- communication</a>			
	Techniques of writing	Lecturing (PPT) & Activity	<a href="https://www.englishgrammar.org /e ffective-business-writing/">https://www.englishgrammar.org /e ffective-business-writing/</a>			

**Assignment:**

1. Write a case study on a simple day-to-day problem faced by customers/people.
2. Write a travelogue on your recent trip.
3. Write a short story.

**Skills Incorporated:** Writing Skill and Creativity

**LEARNING RESOURCES:**

SN	RESOURCES	PARTICULARS
1	TEXT BOOKS	1. Raymond V Lesikar, John D Pettit, and Mary E Flatly. 2009. Lesikar's Basic Business Communication. 11th ed. Tata McGraw-Hill, New Delhi.
		2. Sharan J Gerson, and Steven M Gerson. 2008. Technical Writing: Process and Product. Pearson Education, New Delhi.
2	REFERENCE BOOKS	1. E. H. McGrath, S.J. 2012. Basic Managerial Skills for All. 9th ed. Prentice-Hall of India, New Delhi
		2. Stephen Covey, 7 Habits of effective people
		3. Robin Sharma, The greatness guide
3	SUPPLEMENTARY READING MATERIALS	Business Benchmark - Cambridge University Business English Communication-Preliminary level-British Council
4	JOURNALS	1. Harvard Business Review
		2. Bloomberg Business week
5	WEBSITES	3. Business world
		4. Business India
		5. Business line - Newspaper
5	WEBSITES	<a href="http://writing-skills.com/simple-strategies-for-clear-written-communication-the-actuary">http://writing-skills.com/simple-strategies-for-clear-written-communication-the-actuary</a> Blogs-Kiruba Shankar
6	VIDEOS	Watch All Lessons By Niharika 500+ Topics <a href="https://www.youtube.com/playlist?list=PL4BuO6UgthvJTZUI5oC_Uq1NJXCbrnBiW">https://www.youtube.com/playlist?list=PL4BuO6UgthvJTZUI5oC_Uq1NJXCbrnBiW</a>

**INTERNAL ASSESSMENT TESTS DATES AND PORTIONS**

<b>TEST</b>	<b>PORTIONS</b>	<b>DATE OF EXAM</b>	<b>PAPER CORRECTION COMPLETION DATE</b>	<b>NO.OF STUDENTS REGISTERED</b>	<b>NO.OF STUDENTS APPEARED</b>	<b>NO.OF STUDENTS PASSED</b>	<b>NO.OF STUDENTS FAILED</b>
<b>IA TEST-1</b>	<b>UNIT-1 &amp; 2</b>						
<b>IA TEST-2</b>	<b>UNIT 3 &amp; 4</b>						
<b>IA TEST-3</b>	<b>ALL UNITS</b>						

**END SEMESTER EXAMS: ASSESSMENT OF RESULTS BY FACULTY**

Total No. of Students Registered		Total No. of Students Appeared	
Expected Pass% :		Secured Pass% :	
Expected O Grade		Secured O Grade	
Expected A+ Grade		Secured A+ Grade	
Expected A Grade		Secured A Grade	
Expected B+ Grade		Secured B+ Grade	
Expected B Grade		Secured B Grade	
Expected RA (Re-appear)		Secured RA (Re-appear)	

**Lessons Learned:****Corrective Actions:****COURSE FACILITATOR****PRINCIPAL/DIRECTOR**