

**GENERAL ELECTIVE**  
**GE 3: ORGANIZATIONAL COMMUNICATION: TOOLS & TECHNIQUES**

**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		
<b>ORGANIZATIONAL COMMUNICATION: TOOLS &amp; TECHNIQUES</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>0</b>	Should be aware of key concepts of communication and organizational communication	<b>Nil</b>

**Learning Objectives**

- To understand the fundamentals and dynamics of organizational communication
- To recognise the communication skills required for a professional life at the work place
- To develop key skills required for effective communication at workplace

**Learning Outcomes**

The students would be able to:

- Appreciate the fundamentals and dynamics of organizational communication
- Develop and hone key skills required for effective communication at workplace such as presentations, public relations, interpersonal skills etc
- Equip themselves better for organizational communication and foster professional relationships at workplace

**THEORY**  
**(Credits 3; Hours 45)**

**UNIT I: Organizational Communication: Fundamentals & Dynamics** **15 Hours**

This unit delves on the fundamentals of organizational communication and the changing dynamics at workplace. It focuses on the principles, methods, types, tools and techniques important for workplace communication.

- Workplace communication- Principles and Methods
- Organizational Communication- types, tools, techniques and conflict resolution
- Networks of communication

- Significance of technical communication
- Perception, Persuasion as communication skills
- Barriers to effective communication- Professional Relationships And Group Communication, conflict management

## **UNIT II: Communication Skills at Workplace**

**8 hours**

This unit covers all the essential communication skills required by a professional at workplace touching upon the 4 quadrants of communication: Reading, Writing, Listening and Speaking.

- Reading Skills: Previewing techniques; Skimming; Scanning; Understanding the gist of an argument; Identifying the topic sentence; Inferring lexical and contextual meaning; recognizing coherence and sequencing of sentences; Improving comprehension skills.
- Listening skills: Process, Types of listening, models of listening
- Writing Skills: Sentence formation; Use of appropriate diction; Paragraph and Essay Writing; Coherence and Cohesion.
- Speaking skills: clear and concise communication, active listening, empathy, non-verbal communication and the ability to adapt to different audiences and situations

## **UNIT III: Professionalism at Workplace**

**10 hours**

This unit covers all the essentials related to harnessing professionalism at workplace.

- Importance of respect, communication, punctuality accountability, integrity, etiquettes and a positive attitude at workplace
- Technical Writing: Differences between technical and literary style, Elements of style; Common Errors.
- Report Writing: Basics of Report Writing; Structure of a report; Types of reports.
- Technology-based Communication: Netiquettes: effective e-mail messages; power-point presentation; enhancing editing skills using computer software
- Soft skills, Teamwork, meetings
- Speaking in Public, Business Presentation skills

## **UNIT III: Organizational Communication: Public Relations & Brand Management**

**12 Hours**

This unit explores the importance of public relations and brand management in Organizational Communication. It also elaborates upon the various tools related to public relations.

- Public Relations- concept , relevance and significance
- PR Tools- interpersonal, mass media and selective media
- PR & Media Relations
- Branding and Image Formation of Organizations
- Social Media Management of Organization's brand

## **TUTORIAL**

**(Credits 1; Hours 15)**

- Business Proposal Writing
- Making Effective Presentations
- Effective Public Speaking
- Problem Solving and Conflict Resolution Group Activities
- Group Discussion
- Assignments on Technical Writing
- PR Kit development
- Framing a brand statement and pitch for project

### **Essential Readings**

- Bovee, L., Thill, J, and Schatzman, B.(2004). *Business Communication Today*. Delhi: Pearson Education.
- Heath, R. L., & Coombs, W. T. (Eds.). (2021). *The SAGE handbook of public relations* (2nd ed.). SAGE.
- Oliver, S. (2004). *Handbook of corporate communication and public relations: pure and applied*. UK: Routledge

### **Suggested Readings**

- Allan,P & Pease, A. (2005). *The Definitive Book of Body Language*. New Delhi: Manjul Publishing House.
- Conrad, C., & Poole, M. S. (2012). *Strategic organizational communication: In a global economy* (7th ed.). Wiley.
- Kelley, T., & Kelley, D. (2013). *Creative confidence: Unleashing the creative potential within us all*. Crown Business.
- Kotter, J. P. (2012). *Leading change*. Harvard Business Review Press.
- Modaff, D. P., Butler, J. A., & DeWine, S. (2016). *Organizational communication: Foundations, challenges, and misunderstandings* (3rd ed.). Pearson.
- Seeger, M. W., Sellnow, T. L.; Ulmer, R. R. (2003). *Communication and organizational crisis*. CT: Greenwood Publishing Group
- Smith, R. D. (2021). *Strategic planning for public relations* (6th ed.). Routledge.

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