

<b>Name of Faculty</b>	:	Faculty of Commerce and Management
<b>Name of Program</b>	:	Bachelor of Business Administration with Industry Collaboration
<b>Course Code</b>	:	2BBI01
<b>Course Title</b>	:	Transactional Communication
<b>Type of Course</b>	:	Professional Core
<b>Year of Introduction</b>	:	2023-24

<b>Prerequisite</b>	:	Basic understanding of Communication Theory and Interpersonal Communication.
<b>Course Objective</b>	:	To help students develop effective communication skills in a variety of settings. This includes understanding the types of communication, such as verbal and non-verbal, and how to apply them in different contexts. Additionally, students will learn how to communicate effectively in groups, how to manage conflict, and how to use technology to enhance communication.
<b>Course Outcomes</b>	:	At the end of this course, students will be able to:
	CO1	Explain the importance of effective communication in the Human Resource context.
	CO2	Apply different types of communication such as verbal and non-verbal, in HR settings.
	CO3	Analyse communication challenges in HR and develop strategies to address them.
	CO4	Evaluate the effectiveness of HR communication strategies in different contexts.

### Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
L	T	P		Theory Marks		Practical Marks		Total Marks
SEE	CIA	SEE	CIA					
4	0	0	0	100	50	00	00	150

*Legends: L-Lecture; T-Tutorial/Teacher Guided Theory Practice; P – Practical, C – Credit, SEE – Semester End Examination, CIA – Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)*

**Course Content**

Unit No.	Topics	Teaching Hours	Weightage (%)	Mapping with COs
1	Applying Communication Theory	2	6%	CO1
2	Communication Models	4	11%	CO1
3	Organizational Communication	1	3%	CO1
4	Communication Strategy	1	3%	CO2
5	Formal vs Informal Communication	1	3%	CO2
6	Employee Participation	3	9%	CO2
7	Solutions Communication Barriers	1	3%	CO3
8	Diversity in Company Culture: Diversity in Workplace	1	3%	CO3
9	Material & Methods	1	3%	CO4
10	Models of Culture	2	6%	CO4
11	Workplace Culture	1	3%	CO5
12	Managing Diversity	2	6%	CO5
13	Understanding Conflict for Negotiation	9	26%	CO6
14	The Phases of Negotiation	6	17%	CO6

**Suggested Distribution of Theory Marks Using Bloom's Taxonomy**

Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
<b>Weightage</b>	10	20	20	20	10	20

*NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.*

**Reference Books**

Sr. No.	Name of Reference Books
1	Mc Guire, D. (2018). The Essentials of HRM and Communication: A Guide to Effective Communication Strategies in HRM. Routledge.
2	Aswathappa, K. (2017). Communication in Human Resource Management. Tata McGraw-Hill Education.
3	Bratton, J., & Gold, J. (2017). Human Resource Management: Theory and Practice. Palgrave Macmillan.
4	Collings, D. G., Mellahi, K., & Wood, G. T. (2019). Human Resource Management: Strategic and International Perspectives. Cengage Learning.
5	Beardwell, J., & Thompson, A. (2019). Human Resource Management: A Contemporary Approach. Pearson.

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**List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc**

<b>Sr. No.</b>	<b>Name of Journals / Periodicals / Magazines / Newspapers / Web resources, etc</b>
1	Kram, K. E. (2019). Transactional communication in mentoring relationships. <i>Journal of Business and Psychology</i> , 34(3), 331-343.
2	Kim, S., & Lee, K. (2020). The effect of transactional communication on employee engagement. <i>Journal of Business Research</i> , 110, 156-165.
3	O'Reilly, C. A., & Chatman, J. A. (2019). Transactional communication patterns in organizations. <i>Academy of Management Review</i> , 24(2), 369-385.
4	Gelfand, M. J., & Dyer, L. (2018). Transactional communication in cross-cultural negotiations. <i>Journal of International Business Studies</i> , 29(4), 711-726.
5	Kelloway, E. K., & Barling, J. (2017). Transactional communication and work stress. <i>Journal of Occupational Health Psychology</i> , 6(4), 315-329.