



Online PGDM

First Year, Trimester 1, June 2023

Course Name : Communication For Business

Max Marks : 70

Course Code : 1102

Communication for Business Project – 70 Marks – The way it goes

As discussed on 26th March 2023, please note the below in terms of the completion of the subject as well as the aligned assessments and their rubrics:

- a. **Brand Value Proposition Memo** – As detailed in the uploaded write-up.
 - a. Rubrics for 1page (500 words) Written document – **40 Marks**
 - i. **Content:** Appropriate level of detail and mastery in the topic and thoroughness in the propagated features: **15 Marks**
 - ii. **Organization:** Clearly identified approach and purpose; organized content that supports the objective; transitions between thoughts is seamless. There is also a story in the mix. **15 Marks**
 - iii. **Presentation:** Easy to read; Grammatically and stylistically correct; and uniform writing style: **10 Marks**
 - b. Rubrics for 3 minutes video presentation – **30 Marks**
 - i. **Intro and Outro:** Does the video start and end with information that helps focus the viewer’s attention. **10 Marks**
 - ii. **Informative:** The video stays focused on the topics information in an easy to understand way, demonstrates depth of understanding. **10 Marks**
 - iii. **Organization:** Clearly organize thoughts with seamless transitions between varying ideas and there is a story in the mix. **10 Marks**
- b. Audio recording of recorded Material (not live sessions) on LMS of subject - “Communication for Business”
 - a. Rubrics for 5 minutes audio file – **30 Marks**
 - i. **Intro and Outro:** Does the audio recording begin and end with information that helps the listener focus attention. **10 Marks**

- ii. Informative:** The audio recording stays focused on the topics information in an easy to comprehend manner. It is not aligned to summarizing information from the video but is tilted towards opinions about material in the video. **10 Marks**
- iii. Organization:** Clearly organized thoughts with seamless transitions between varying opinions and ideas and there it is more natural in effect rather than sounding as if it is 'read'. **10 Marks**

Last Date of submission of the above on LMS: **23rd April, 2023** or mail – abhijit.nair@jaipuria.ac.in