**Syllabus for Master of Business Administration, 1st Semester**

**Subject Name: Managerial Communication (MC) Subject Code: 4519203**

**With effective from academic year 2018-19**

# Learning Outcome:

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| **Learning Outcome Component** | **Learning Outcome** |
| Business Environment and Domain Knowledge (BEDK) | * Emphasize the relevance and significance of business communications in today’s business environment
* Acquaint the students with the basic concepts and techniques of communication, viz. Listening,

Speaking, Reading & Writing skills (LSRW skills) |
| Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI) | * Aiding students to use communication as a tool to do in-depth analysis of business problem and thereby

increasing business sustainability |
| Global Exposure and Cross- Cultural Understanding (GECCU) | * Developing students for multinational and international companies by giving insights for cross cultural communication.
 |
| Social Responsiveness and Ethics (SRE) | * Imbibing ethical values in management graduates using power of communication and benefiting society

in large. |
| Effective Communication (EC) | * Enhance the communication skills required in different business contexts through various interactive activities.
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| Leadership and Teamwork (LT) | * Developing team leaders for tomorrow by utilising the model of synergy making communication as a base.
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1. **Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

# Course Contents:

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| **Module No:** | **Module Content** | **No. of Sessions** | **70 Marks (External Evaluation)** |
| **I** | **EFFECTIVE COMMUNICATION IN BUSINESS:*** Importance of Communication & Forms of Communication
* Communication Network of the Organisation

**Process of Communication:*** Different Stages
* Difference between Oral & Written Communication.

Role of Verbal & Non-verbal Symbols in Communication, Non-verbal communication, Barriers to Effective Communication, Overcoming Communication Barriers, Seven C’s of effective Communication, Attributes of Personality Building | 10 | 14 |

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| **II** | **STRATEGIES FOR SUCCESSFUL LISTENING AND SPEAKING SKILLS***Listening Skills:*Definition, Types, Purposes for listening, Anatomy of poor listening, Features of a good Listener.*Strategies for improving oral presentations:*Ways of delivering oral message, Strategies for an effective oral delivery, Types of Managerial Speeches- speech of introduction, speech of thanks, speech for special occasions, Strategies f o r an effective non-verbal delivery, Strategies for removing stage fright.Video conferencing (Skype / Google Hangout) etiquettes | 10 | 21 |
| **III** | **ORAL COMMUNICATION:***Fundamentals of Oral Communication:*Introduction, Barriers and Gateways in Communication, Listening, Feedback, Telephonic Communication. Public Speaking and Presentation of Reports, PowerPoint Presentation, Body Language, Facial Expressions, Non-verbal Communication, emotional Intelligence, Creativity in Oral Communication, Persuasive Communication. Communication through organizing various events like conferences, committee meetings, press meets, seminars, festivals. | 10 | 21 |
| **IV** | **WRITTEN BUSINESS COMMUNICATION:**Writing Commercial Letters, Business Letter Format. Types of Letters - Routine Business Letters, Sales Letters, Resume and Job Applications, Business Memos, e-mails, Proposals, Technical Articles, Electronic Mail, Handling a Mail, Maintaining a Diary, Legal Aspects of Business Communication, Negotiation Skills. Different Types of Report Writing.Social Media Etiquettes. | 10 | 14 |
| **V** | **Practical:**Project/ presentation on any of the followingCirculars, Drafting Notices, Handling Complaints, Evaluating Interview Performance, Articles, Formal Invitations.Proforma for Performance Appraisals, Letters of Appointment, Captions for Advertising, Company Notice related Shares/dividends, MoA, AoA, Annual Reports, Minutes of Meetings, Action taken on Previous Resolution.Use of google groups and google sheet. Preparing job applications. | --- | (30 marks CEC) |

1. **Pedagogy:**
	* ICT enabled Classroom teaching
	* Case study
	* Practical / live assignment
	* Interactive class room discussions

# Evaluation:

Students shall be evaluated on the following components:

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| **A** | **Internal Evaluation** | **(Internal Assessment- 50 Marks)** |
| * Continuous Evaluation Component
 | 30 marks |
| * Class Presence & Participation
 | 10 marks |
| * Quiz
 | 10 marks |
| **B** | **Mid-Semester examination** | **(Internal Assessment-30 Marks)** |
| **C** | **End –Semester Examination** | **(External Assessment-70 Marks)** |

# Reference Books:

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| **No.** | **Author** | **Name of the Book** | **Publisher** | **Year of Publication /****Edition** |
| 1 | Raymond V. Lesikar | BusinessCommunication | McGraw- Hill | 11th,Latest Edition |
| 2 | Lehman | B. Com (BusinessCommunication) | Cengage | 2011, Latest |
| 3 | Meenakshi Raman & Prakash Singh | Business Communication | Oxford University Press | Latest Edition |
| 4 | Herta A. Murphy, HerbertW. Hildebrandt & Jane P. Thomas | Effective Business Communication | McGraw- Hill | Latest Edition |
| 5 | Rajeesh Vishwanathan | BusinessCommunication | Himalaya | 2010, Latest |
| 6 | Mohan, Krishna andBanerji, Meera | DevelopingCommunication Skills | Macmillian | Latest Edition |
| 7 | M. Monipally | Business CommunicationStrategies | McGraw- Hill | Latest Edition |
| 8 | P. D. Chaturvedi and Mukesh Chaturvedi | Business Communication, Concepts, Cases andApplications | Pearson Education | Latest Edition |
| 9 | Meenakshi Raman and Sangeeta Sharma | Technical Communication: Principles andPractice | Oxford University Press | Latest Edition |
| 10 | Asha Kaul | BusinessCommunication | Prentice Hall ofIndia | Latest Edition |

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| 11 | Koneru Arun | ProfessionalCommunication | Tata McGraw-Hill | Latest Edition |
| 12 | Louis E. Boone, David L.Kurtz, & Judy Rachel Block | ContemporaryBusiness Communication | PHI | Latest Edition |
| 13 | John V. Thill and C. V. Bovee | Excellence inBusiness Communication | McGraw Hill | Latest Edition |
| 14 | Meenakshi Raman andPrakash Singh | BusinessCommunication | Oxford | Latest Edition |
| 15 | A. C. Buddy Krizan, Patricia Merrier, JoyceP. Logan and Karen Schneiter Williams | Effective Business Communication | Thomson | Latest Edition |
| 16 | Leena Sen | Communication Skills | Prentice-Hall India | Latest Edition |
| 17 | Courtland L Bovee, John V Thill, Mukesh Chaturvedi | Business CommunicationToday | Pearson Education | Latest Edition |

**Note:** Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed

# List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. Bulletin of the Association for Business Communication
2. Business Communication Quarterly
3. Journal of Business Communication
4. Communication World
5. Strategic Communication Management
6. Journal of Business and Technical Communication
7. Journal of Communication Management
8. Journal of Organizational Culture
9. Communication and Conflict
10. Journalism and Mass Communication Quarterly
11. Management Communication Quarterly
12. Strategic Communication Management
13. Technical Communication Quarterly
14. Harvard Business Review
15. Journal of Creative Communications
16. Business India / Business Today / Business World, University News
17. Journal of Business Communication