

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (Part Time)

Year – I (Semester – I) (W.E.F. 2017-18)

Subject Name: MANAGERIAL COMMUNICATION (MC)

Subject Code: 3519903

Subject Credits: 3

Total Marks: 150

1. Course Objective:

- To reinforce the importance of effective business communication for success in today's business environment.
- To enhance the communication skills required in different business contexts through various interactive activities.
- To acquaint the students with the basic concepts and techniques of communication, viz. Listening, Speaking, Reading & Writing skills (LSRW skills) those are useful in developing skills of communicating effectively.

2. **Course Duration:** The course duration is of 36 sessions of 75 minutes each i.e. 45 hours.

3. Course Contents:

Module No.	Module Content	No. of Session	70 Marks (External Evaluation)
I	Effective Communication in Business Importance and benefits of effective communication, Components of communication, Concepts and problems of Communications, Forms of Communication, Communication process, 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	8	14
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, occasional	10	21

	speech, theme speech, Strategies for an effective nonverbal delivery, Strategies for removing stage fright.		
III	Strategies for successful interpersonal communication Dyadic Communication & self-perception, Interviewing, mastering the art of giving interviews-selection or placement interviews, appraisal interviews, exit interviews Telephonic Communication, Effective e-mail management, Kinds of Meetings, Solving problems in meetings and groups, Planning the meeting, Procedures during meeting, Participant responsibilities in meetings	10	21
IV	Forms of Communication in Written mode Planning steps for effective writing, Formal Communication (Letter/E-mail) - Routine letters, Internal Communication, complaint letters, sales letters, collection/dunning letters, & Memos, Minutes of Meeting, Press Release, Persuasive written messages, Job applications & resume, Writing Business Reports, Proposals	8	14
	Application of Module I to IV with written practice, oral presentations and interactive activities Writing business letters, reports, minutes of meetings, presentations using various presenting styles, writing reports based on audio deliverances, activities to understand non-verbal cues, telephonic conversation and manners, demonstrating etiquette.		Internal Evaluation (30 Marks of CEC)

4. Teaching Method:

1. Interactive discussions
2. Role Playing & brain-storming
3. Audio-visual Material (Using CDs/ Clippings)
4. Assignments and Presentations

5. Evaluation:

A	Projects/Assignments/Quiz/Class Participation, etc.	Weightage 50 Marks (Internal Assessment)
B	Mid-Semester Examination	Weightage 30 Marks (Internal Assessment)
C	End-Semester Examination (Min. 30% Theory and Min. 70% Practical)	Weightage 70 Marks (External Assessment)

6. Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Lesikar	Business Communication	Tata McGraw-Hill Publishing	11th, Latest Edition
2	Lehman	B. Com (Business Communication)	Cengage	2011, Latest
3	Meenakshi Raman & Prakash Singh	Business Communication	Oxford University Press	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.

7. Other Readings:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Murphy, Hildebrandt & Thomas	Effective Business Communication	Tata McGraw-Hill Publishing	Latest Edition
2	Rajeesh Vishwanathan	Business Communication	Himalaya	2010, Latest
3	Mohan, Krishna and Banerji, Meera	Developing Communication Skills	Macmillian	Latest Edition
4	Monipally	Business Communication Strategies	Tata McGraw-Hill	Latest Edition
5	Chaturvedi, P. D. and Chaturvedi, Mukesh	Business Communication, Concepts, Cases and Applications	Pearson Education	Latest Edition
6	Raman, Meenakshi and Sharma, Sangeeta	Technical Communication: Principles and Practice	Oxford University Press	Latest Edition
7	Kaul, Asha	Business Communication	Prentice Hall of India	Latest Edition
8	Koneru Arun	Professional Communication	Tata McGraw-Hill	Latest Edition
9	Boone, Kurtz, & Block	Contemporary Business Communication	Wiley Publication	Latest Edition
10	Thill, John & C. V. Bovee	Excellence in Business Communication	McGraw Hill	Latest Edition

8. List of Journals/Periodicals/Magazines/Newspapers, etc.

Bulletin of the Association for Business Communication, Business Communication Quarterly, Journal of Business Communication, Communication World, Strategic Communication Management, Journal of Business and Technical Communication; Thousand Oaks, Journal of Communication Management; London, Journal of Organizational Culture, Communication and Conflict; Cullowhee, Journalism and Mass Communication Quarterly; Columbia, Management Communication Quarterly : MCQ; Thousand Oaks, Strategic Communication Management; Chicago, Technical Communication Quarterly; St. Paul, Harvard Business Review, Journal of Creative Communications, Business India / Business Today / Business World, University News, Journal of Business Communication, Business Communications Quarterly.

9. Session Plan:

Session Nos.	Topics to be covered
1-3	Importance and benefits of effective communication, Components of communication, Concepts and problems of Communications, Forms of Communication, Communication process
4-6	Role of Verbal & Non-verbal Symbols in Communication, Non-verbal communication, Barriers to Effective Communication
7-8	Overcoming Communication Barriers, Seven C's of effective Communication, Attributes of Personality Building
9-12	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
13-16	Strategies for an effective oral delivery, Types of Managerial Speeches-speech of introduction, speech of thanks, occasional speech, theme speech
17-18	Strategies for an effective nonverbal delivery, Strategies for removing stage fright.
19-22	Dyadic Communication & self-perception, Interviewing, mastering the art of giving interviews-selection or placement interviews, appraisal interviews, exit interviews
23-26	Telephonic Communication, Effective e-mail management, Kinds of Meetings, Solving problems in meetings and groups
27-28	Planning the meeting, Procedures during meeting, Participant responsibilities in meetings
29-32	Planning steps for effective writing, Formal Communication (Letter/E-mail) - Routine letters, Internal Communication, complaint letters, sales letters, collection/dunning letters, & Memos
33-36	Minutes of Meeting, Press Release, Persuasive written messages, Job applications & resume, Writing Business Reports, Proposals
