

MBA-I
SEMESTER-I
Managerial Communication (MC)

1. Course Objectives:

Communication is a very essential skill for the managers to be successful in their professional career. The objective is to acquaint the students with the basic concepts and techniques of communication that are useful in developing skills of communicating effectively.

2. Course Duration:

The course duration is of 40 sessions of 75 minutes each.

3. Course Contents:

Module No.	Modules/Sub-Modules	Sessions	Marks (20% of 70 each)
I	Concepts of Communications: Definition, Forms of Communication, Objectives of Communication, Characteristics of Communication, Process of Communication, Communication, Roadblocks, Role of Verbal & Non-verbal Symbols in Communication, Barriers to Effective Communication, Overcoming Communication Barriers,	8	14
II	Listening Skills: Definition, Anatomy of poor Listening, Features of a good Listener, Role Play	8	14
III	Spoken Communication: Telephone, Teleconferencing, Challenges and etiquette, Oral Presentation: Planning presentation, Delivering presentation, Developing & displaying visual aids, Handling questions from the audience, Audio-visual CD	8	14
IV	Group Discussion & Interviews, Meetings: Ways and Means of conducting meeting effectively, Mock Meetings and Interviews	8	14
V	Forms of Communication in Written mode: Basics Body language of Business Letters & Memos, Tone of writing, inquiries, orders & replying to them, sales letters, Job applications & resume, E-mail: How to make smart e-mail, Writing Business Reports and Proposals, Practice for Writing	8	14

4. Teaching Methods:

The following pedagogical tools will be used to teach this course:

- (1) Lectures
- (2) Discussions and Role Playing
- (3) Audio-visual Material (Using CDs/ Clippings)
- (4) Assignments and Presentations

5. Evaluation:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

		Weightage
A	Assignments / Presentations/ Quizzes / Class Participation / etc.	10% (Internal Assessment)
B	Mid-Semester Examination	20% (Internal Assessment)
C	End-Semester Examination	70% (External Assessment)

6. Basic Text Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition and Year of Publication
T1	Murphy	<i>Effective Business Communication</i>	Tata McGraw-Hill Publishing Company, New Delhi.	7 th edition
T2	Koneru	<i>Professional Communication</i>	Tata McGraw-Hill Publishing Company, New Delhi.	1 st edition
T3	Monipally	M. M., <i>Business Communication Strategies</i>	Tata McGraw-Hill Publishing Company, New Delhi.	Latest Edition

7. Reference Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition and Year of Publication
R1	Bentley, T. J., <i>Report Writing in Business</i>	The Chartered Institute of Management Accountants	Viva books Pvt. Ltd., New Delhi,	2001
R2	Boone, Kurtz, & Block	<i>Contemporary Business Communication</i>	Wiley Publication	Latest Edition
R3	McLeod, Raymond and Schell, George P	<i>Management Information Systems</i>	Prentice Hall, New Jersey, US.	Latest Edition

R4	Devlin, Frank J, Richard D. Irwin	<i>Business Communication</i>	Illinois	1968
R5	Kaul, Asha	<i>Effective Business communication</i>	Prentice Hall of India, New Delhi,	2000
R6	Lesikar Raymond V. & M. E. Flatley	<i>Basic business Communication</i>	10 ed., Tata McGraw-Hill, New Delhi,	2005
R7	Ludlow, Ron & F. Panton	<i>The Essence of Effective Communication</i>	Prentice Hall of India, New Delhi,	1998
R8	Monippally, M. M	<i>The Craft of Business Letter Writing</i>	Tata McGraw Hill, New Delhi,	1997
R9	Ray, Reuben,	<i>Communication Today</i>	Himalaya Publishing House, Mumbai,	1997
R10	Thill, John & C. V. Bovee	<i>Excellence in Business Communication</i>	McGraw Hill Inc.,	3rd Edition

8. List of Journals/Periodicals/ Magazines/ Newspapers etc.: Harvard Business Review, Business India / Business Today / Business World, University News, Journal of Business Communication, Business Communications Quarterly, PR Communication Age, etc.

9. Session Plan:

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Sessions	Topics
1-2	Concepts of Communications: Definition, Objectives of Communication, Characteristics of Communication
3	Process of Communication, Forms of Communication
4	Communication Roadblocks and Overcoming them
5	Role of Verbal & Non-verbal Symbols in Communication
6	Barriers to Effective Communication, Overcoming Communication Barriers
7-8	Listening: Definition, Anatomy of poor Listening, Features of a good Listener
9	Spoken Communication: Telephone, Teleconferencing, Challenges and etiquette
10-13	Oral Presentation: Planning presentation, Delivering presentation, Developing & displaying visual aids, Handling questions from the audience
14-17	Group Discussion & Interviews
18-21	Meetings: Ways and Means of conducting meeting effectively
22-23	Forms of Communication in Written mode: Basics, Body language of Business Letters & Memos, Tone of writing, Writing Sales Letters
24-27	Job applications & Resume
28	E-mail: How to make smart e-mail
29-30	Writing Business Reports
31-32	Writing Business Proposals
33-40	Presentation of Term Papers / Assignments

The Instructor/s (Faculty Member/s) will be required to guide the students regarding suggested readings from the Text(s) and references in items 6 and 7 mentioned above.