

MANAGERIAL COMMUNICATION

Subject Code	: 14MBA16	IA Marks	: 50
No. of Lecture Hours / Week	: 04	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 100
Practical Component	: 01 Hour / Week		

Objectives:

1. To familiarize learners with the mechanics of writing.
2. To enable learners to write in English precisely and effectively

Module 1: (6 Hours)

Introduction: Meaning & Definition, Role, Classification – Purpose of communication – Communication Process – Characteristics of successful communication – Importance of communication in management – Communication structure in organization – Communication in conflict resolution - Communication in crisis. Communication and negotiation. Communication in a cross-cultural setting

Module 2: (6 Hours)

Oral Communication: Meaning – Principles of successful oral communication – Barriers to communication – Conversation control – Reflection and Empathy: two sides of effective oral communication. Modes of Oral Communication. Listening as a Communication Skill, Non-verbal communication.

Module 3: (8 Hours)

Written Communication: Purpose of writing – Clarity in writing – Principles of effective writing – Approaching the writing process systematically: The 3X3 writing process for business communication: Pre writing – Writing – Revising – Specific writing features – Coherence – Electronic writing process.

Module 4: (12 Hours)

Business Letters and Reports: Introduction to business letters – Types of Business Letters - Writing routine and persuasive letters – Positive and Negative messages Writing Reports: Purpose, Kinds and Objectives of reports – Organization & Preparing reports, short and long reports Writing Proposals: Structure & preparation. Writing memos

Media management: The press release – Press conference – Media interviews

Group Communication: Meetings – Planning meetings – objectives – participants – timing – venue of meetings.

Meeting Documentation: Notice, Agenda, and Resolution & Minutes.

Module 5: (10 Hours)

Case Method of Learning: Understanding the case method of learning – Different types of cases – Difficulties and overcoming the difficulties of the case method – Reading a case properly (previewing, skimming, reading, scanning) – Case analysis approaches (Systems, Behavioural, Decision, Strategy) – Analyzing the case – Dos and don'ts for case preparation – Discussing and Presenting a Case Study

Module 6:**(6 Hours)**

Presentation skills: What is a presentation – Elements of presentation – Designing & Delivering Business Presentations – Advanced Visual Support for Managers

Negotiation skills: What is negotiation – Nature and need for negotiation – Factors affecting negotiation – Stages of negotiation process – Negotiation strategies

Module 7:**(8 Hours)**

Employment communication: Introduction – Composing Application Messages - Writing CVs – Group discussions – Interview skills

Impact of Technological Advancement on Business Communication – Technology-enabled Communication - **Communication networks** – Intranet – Internet – e mails – SMS – teleconferencing – videoconferencing

Practical Components:

1. Demonstrate the effect of noise as a barrier to communication
2. Make students enact and analyze the non-verbal cues
3. Give exercises for clarity and conciseness in written communication.
4. A suitable case is to be selected and administered in the class sticking to all the guidelines of case administering and analysis.
5. Demonstrating using Communication Equipments like Fax, Telex, Intercoms, etc,
6. Demonstrating Video conferencing & teleconferencing in the class.
7. Conduct a mock meeting of students in the class identifying an issue of their concern. The students should prepare notice, agenda and minutes of the meeting.
8. Each student to give presentation of 5 minutes (this can be spread throughout the semester) and to be evaluated by the faculty

RECOMMENDED BOOKS:

1. Business Communication : Concepts, Cases And Applications – Chaturvedi P. D, & Mukesh Chaturvedi ,2/e, Pearson Education,2011
2. Business Communication: Process and Product – Mary Ellen Guffey, 3/e, Cengage Learning, 2002.
3. Communication – Rayudu C. S, HPH.
4. Business Communication – Lesikar, Flatley, Rentz & Pande, 11/e, TMH, 2010
5. Advanced Business Communication – Penrose, Rasberry, Myers, 5/e, Cengage Learning, 2004.
6. BCOM – Lehman, DuFrene, Sinha, Cengage Learning, 2/e 2012
7. Business Communication – Madhukar R. K, 2/e, Vikas Publishing House.

REFERENCE BOOKS:

1. Effective Technical Communication - Ashraf Rizvi M, TMH, 2005.
 2. Business Communication - Sehgal M. K & Khetrapal V, Excel BOOKS.
 3. Business Communication – Krizan, Merrier, Jones, 8/e, Cengage Learning, 2012.
 4. Basic Business Communication – Raj Kumar, Excel BOOKS, 2010.
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