

## MANAGERIAL COMMUNICATION

|                             |                   |            |      |
|-----------------------------|-------------------|------------|------|
| Subject Code                | : 16MBA16         | IA Marks   | : 20 |
| No. of Lecture Hours / Week | : 03              | Exam Hours | : 03 |
| Number of Lecture Hours     | : 56              | Exam Marks | : 80 |
| Practical Component         | : 02 Hours / Week |            |      |

### Objective:

To enhance students communication skills through verbal, non-verbal, correspondence, presentations, interviews and negotiation.

### Course Outcomes:

At the end of the course students are able to:

- Describe and develop written and oral communication.
- Independently prepare business letters and reports.
- Exhibit, develop and apply negotiation strategies.
- Gain exposure to media management and demonstrate the skill in analyzing business situation.

### Unit 1: (10 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

### Unit 2: (8 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

**Unit 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.

**Unit 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

**Unit 5: (10 Hours)**

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

**Case Methods of learning:** Understanding the case method of learning.

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

**Unit 6: (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:**

- Demonstrate the effect of noise as a barrier to communication
- Make students enact and analyze the non-verbal cues
- Give exercises for clarity and conciseness in written communication.
- Demonstrating using Communication Equipments like Fax, Telex, Intercoms, etc,
- Demonstrating Video conferencing & teleconferencing in the class.
- 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.
- Each student to give presentation of 5 minutes (this can be spread throughout the semester)and to be evaluated by the faculty

### **RECOMMENDED BOOKS:**

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

### **REFERENCE BOOKS:**

- Effective Technical Communication - Ashraf Rizvi M, TMH, 2005.

- Business Communication - Sehgal M. K & Khetrapal V, Excel Books.
- Business Communication – Krizan, Merrier, Jones, 8/e, Cengage Learning, 2012.
- Basic Business Communication – Raj Kumar, Excel Books, 2010.

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