

### COURSE OUTCOME:

1. Develop an ability to assess the impact of the environment on marketing function.
2. To formulate marketing strategies that incorporate psychological and sociological factors which influence buying.
3. Explain how companies identify attractive market segments, differentiate and position their products for maximum competitive advantage in the market place.
4. Build marketing strategies based on product, price, place and promotion objectives.
5. Synthesize ideas into a viable marketing plan.

### RECOMMENDED BOOKS

- Marketing Management: A South Asian Perspective–Kotler, Keller, Koshy & Jha, 14/e, Pearson Education, 2012.
- Marketing- Lamb, Hair, Mc Danniel, 7/e, Cengage Learning 2012.
- Marketing Management, Tapan Panda, 2/e, Excel Publication.

### REFERENCE BOOKS

- Marketing Management, Arun Kumar & Meenakshi N, 2/e, Vikas, 2012.
- Marketing in India: Text and Cases- Neelamegham S, 4/e, Vikas.
- Fundamentals of Marketing Management, Etzel M.J BJ Walker & William J. Stanton, 14/e, TMH, 2012.

### CO-PO MAPPING

CO	PO				
	PO1	PO2	PO 3	PO4	PO5
1	X			X	
2		X	X		
3		X			
4					X
5					X

### MANAGERIAL COMMUNICATION

Semester	I	CIE Marks	: 40
Course Code	18MBA16	SEE Marks	: 60
Teaching Hours / week (L:T:P)	4-0-0	Exam Hours	: 03
Credits : 04			

### Course Objective:

1. To enable the students to become aware of their communication skills and sensitize them to their potential to become successful managers.
2. To enable learners with the mechanics of writing and also help them to draft business letters in English precisely and effectively.
3. To introduce the students to some of the practices in managerial communication those are in vogue.
4. To prepare students to develop the art of business communication with emphasis on analysing business situations.
5. To train Students towards drafting business proposals.

### Unit 1:

**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:

**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:

**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:

**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:

**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:

**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.

**Note:** Course Instructors are free to set their own cases or use cases from Harvard/Case centre.

#### PRACTICAL COMPONENTS:

- Make students enact and analyze the non-verbal cues.
- 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.
- Organize a mock press conference addressing to the launch of new product by an organization.
- Students should be given an assignment to draft a proposal to undertake research project.

#### COURSE OUTCOMES:

1. The students will be aware of their communication skills and know their potential to become successful managers.

2. The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively.
3. The students will be introduced to the managerial communication practices in business those are in vogue.
4. Students will get trained in the art of business communication with emphasis on analysing business situations.
5. Students will get exposure in drafting business proposals to meet the challenges of competitive environment.

#### 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.
- \*Communicating in Business with CourseMate- Ober/Newman-Latest Edition-2018.
- Business Communication – Lesikar, Flatley, Rentz & Pande, 11/e, TMH, 2010.

#### REFERENCE BOOKS:

- Effective Technical Communication – Ashraf Rizvi M, TMH, 2005.
- Business Communication – Sehgal M. K & Khetrpal V, Excel Books.
- Business Communication – Krizan, Merrier, Jones, 8/e, Cengage Learning, 2012.

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CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2		X		X	
CO3		X	X		
CO4					
CO5					X