

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme	MBA	Branch/Spec.		Agribusiness / Business Analytics / Financial Services / International Business / Logistics and Supply Chain Management / Pharmaceuticals/Healthcare and Hospital Management/Technology Management/IEV					
Semester	I				Version	1.0.0.0			
Effective from Academic Year		2026-27			Effective for the batch Admitted in		July 2026		
Subject code	ISEC09CSS		Subject Name		COMMUNICATION AND SOFT SKILLS FOR MANAGERS				
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	2	0	0	0	2	Theory	25	25	50
Hours	2	0	0	0	2	Practical			
Objective: To train students to enhance their skills in written as well as oral Communication through practical conduct of this course. This course will help students in understanding the principles & techniques of business communication.									
Course Outcome: CO-1: To learn various concepts and barriers in business communication. CO-2: To discuss oral and written communications with its application in business. CO-3: Evaluate various communication parameters i.e. cross cultural, ethical issues and mass communication. CO-4: To learn the professional approach in business negotiation. CO-5: Acquaint students with challenges faced in oral communication.									
Theory syllabus									
Unit	Content								Hrs
1	Concepts of Communications: Definition, Types, Objectives, Characteristics and Process of Communication, Barriers to Effective Communication, Overcoming Communication Barriers and Roadblocks								5
2	Forms of Communication: (a) Written Communication: Principles of Effective Written Communication, Commercial Letters, Report Writing, Speech Writing, Preparing Minutes of Meetings; Executive Summary of Documents; E-mail: How to make smart e-mail (b) Non-verbal Communication, Manners and etiquette, Body Language, Paralanguage, Proxemics, Chronemics, Sign Language (c) Oral Communication: Art of Public Speaking, Listening Skills: Definition, Anatomy of poor Listening, Features of a good Listener, Role Play. Role of Verbal & Non-verbal Symbols in Communication Writing a Summer Project Report and Research Report, Applications of Communication in Report writing, Interview and Negotiation								8
3	Important Parameters in Communication: (a) The Cross Cultural Dimensions of Business Communication (b) Technology and Communication, (c) Ethical & Legal Issues in Business Communication, (d) Mass Communication: Concept, Advertisements, Publicity, and Press Releases. Media Mix, Public Relations, Newsletters.								7
4	Presentation skills: Planning presentation, Delivering presentation, Developing & displaying visual aids, Practical learning on Presentation								5

Note: Version 1.0.0.0 (First Digit= New syllabus/Revision in Full Syllabus, Second Digit=Revision in Teaching Scheme, Third Digit=Revision in Exam Scheme, Forth Digit= Content Revision)

L=Lecture, TU=Tutorial, P= Practical/Lab., TW= Term work, DT= Direct Teaching, Lab.= Laboratory work

CE= Continuous Evaluation, SEE= Semester End Examination

5	LWRS skill test for English language for managers Spoken Communication: Public speaking, Handling the Media, Meetings and organisational communication- Internal and external, Handling questions from the audience, conducting Webinar Writing Skills for Managers: Report Writing, Blog Writing, Review Writing, Research Paper Writing, Content for Digital Platform	5
Reference Books		
1	Scot, O. (2004), Contemporary Business Communication, Biztantra, New Delhi.	
2	Lesikar, R.V. & Flatley, M.E. (2005), Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.	
3	Ludlow, R. & Panton, F., The Essence of Effective Communications, PHI.	
4	Adair, J. (2003), Effective Communication, Pan Mcmillan.	
5	Thill, J. V. & Bovee, G. L. (1993), Excellence in Business Communication, McGraw Hill, NY. Bowman, J.P. & Branchaw, P.P. (1987), Business Communications: From Process to Product, Dryden Press, Chicago.	

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