

GANPAT UNIVERSITY										
FACULTY OF MANAGEMENT STUDIES										
Programme		Master of Business Administration				Branch/Spec.		---		
Semester		I				Version		1.0.0.0		
Effective from Academic Year				2026-27		Effective for the Batch admitted in				June 2026
Course Code		ISE509CSM		Course Name		Communicative Skills for Managers				
Teaching Scheme						Examination Scheme (Marks)				
(Per week)		Lecture (DT)		Practical (Lab.)		Total				
	L	TU	P	TW						
Credit	0	0	2	0	2	Theory	-	-	-	
Hours	0	0	4	0	4	Practical	25	25	50	
Pre-requisites										

Course Objective										
The course aims to develop managers' listening, reading, oral, presentation, and written communication skills for effective professional interactions. It enables students to apply communication skills confidently in academic, workplace, and business situations.										
Course Outcomes										
On successful completion of the course, the students will be able to:										
CO1	Apply effective listening and reading strategies to interpret information accurately.									
CO2	Demonstrate professional oral communication and presentation skills.									
CO3	Produce structured written communication for formal and workplace contexts.									
CO4	Integrate communication skills in practical academic and business situations.									
Theory Syllabus										
Unit	Content								Hrs.	
1	Foundations of Communication & Listening Skills: Modes and process of communication, Barriers to communication and overcoming them, Fundamentals of listening skills, Types and modes of listening, Listening comprehension practice (announcements, discussions, online etiquette), Strategies for effective listening in professional settings.								15	
2	Reading Skills & Interpretation: Types and purposes of reading, Reading comprehension techniques, Analytical and critical reading, Reading between the lines, Interpretation of professional/business texts, Practice with passages and case-based reading.								15	
3	Speaking & Professional Interaction: Verbalization and articulation of thoughts, Tone, stress, modulation, and paralinguistic features, Interpersonal communication and group interaction, Public speaking and confidence building, Presentation skills using multimedia, GD/Interview communication practice, Workplace communication simulations.								15	
4	Writing Skills for Professional Contexts : Fundamentals of effective writing, Coherence, cohesion, and structuring, Formal vs informal writing, Drafting professional correspondence, Letters, emails, and workplace documents, Editing and improving written drafts, Practice tasks.								15	
Practical Content										
Practical, assignments and tutorials are based on above syllabus.										
Text Books										
TB1	Aman, M., & Sharma, S. (2022). <i>Technical communication: Principles and practice</i> (4th ed.).									

	Oxford University Press.
TB2	Sethi, A., & Adhikari, B. (2010). <i>Business communication</i> . Tata McGraw-Hill Education. The available bibliographic evidence identifies the book as a 2010 Tata McGraw-Hill Education
Reference Books	
1	Rizvi, M. A., & Patnaik, P. (2024). <i>Effective technical communication</i> (3rd ed.). McGraw Hill.
2	Cambridge University Press. (2009). <i>Cambridge IELTS 10 with answers</i> . Cambridge University Press.
3	Camp, S. C., Satterwhite, M., & Dasgupta, S. (2026). <i>College English and business communication</i> (12th ed.). McGraw Hill.

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, CCE= Continuous and Comprehensive Evaluation, SEE= Semester End Examination.

Mapping of CO with Programme Outcomes (PO) and Programme Specific Outcomes (PSO)										
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	3	1	0	1	0	0	3	2	1	2
CO2	3	1	0	2	0	0	2	2	1	3
CO3	2	1	0	3	3	2	3	2	1	2
CO4	3	1	0	3	2	1	2	2	1	3

3= High/substantial correlation; 2 = Medium/moderate correlation; 1= Low/slight correlation; 0= No correlation