

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		CCE	SEE	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 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								
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									
1	Raman, Meenakshi & Sharma, Sangeeta — Technical Communication: Principles and Practice, Oxford University Press.								
2	Sethi, Anjana & Adhikari, Bhavana — Business Communication, Tata McGraw Hill.								
Reference Books									
1	Rizvi, M. Ashraf — Effective Technical Communication, Tata McGraw Hill.								
2	Cambridge University Press — Cambridge IELTS Series (1–10).								
3	Kaushik, J.C. & Sinha, K.K. (Eds.) — English for Students of Commerce, Oxford University Press								

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