

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			July 2026	
Course Code	ICC506MCO		Course Name		Managerial Communication				
Teaching Scheme					Examination Scheme (Marks)				
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CCE	SEE	Total
	L	TU	P	TW					
Credit	3	0	0	0	3	Theory	50	50	100
Hours	3	0	0	0	3	Practical	-	-	-

Pre-requisites

Course Objective

The course aims to develop students' theoretical knowledge and practical skills in managerial communication, enabling them to communicate effectively through written, oral, non-verbal, and digital channels in diverse Organisational and cross-cultural settings. It further equips students with the ability to design strategic, ethical, and technology-enabled communication, while developing competencies in professional interaction, negotiation, and conflict management.

Course Outcomes

On successful completion of the course, the students will be able to:

CO1	To enable students to master the principles, processes, and barriers of effective communication in Organisational and cross-cultural settings.
CO2	To develop comprehensive skills in written, oral and non-verbal communication for effective business interactions, reports, presentations, and professional applications.
CO3	Acquire the ability to design and implement strategic business communication that leverages technology, ethical considerations, and cultural awareness to enhance Organisational success.
CO4	Develop proficient theoretical knowledge and practical skills for effective professional communication, negotiation, and conflict management across diverse digital and interpersonal contexts.

Theory Syllabus

Unit	Content	Hrs.
1	Concepts of Communications: Definition, Forms of Communication, Objectives of Communication, Process of Communication, Communication Roadblocks, Role of Verbal & Non-verbal Symbols in Communication, Barriers to Effective Communication, Overcoming Communication Barriers, 7C's of Communication, Digital Communication & Its Impact on Management, Cross-cultural Communication in Organizations.	10
2	Forms of communication: written communication, the process of preparing effective business messages, deductive and inductive messaging, the appearance and design of business messages, commercial letters, good news letters, bad news letters, memorandums, writing proposals, summer project report and research report, preparing minutes of meetings, executive summaries of documents, and crafting smart e-mails; non-verbal communication; oral communication, which involves the art of public speaking, speech making, and handling questions; listening skills, writing CVs and application letters, participating in group discussions, and engaging in the employment interview and post-interview process.	15
3	Important parameters in communication: the cross-cultural dimensions of business communication, technology and communication, ethical and legal issues in business communication, mass communication and the promotion mix, persuasive written messages utilizing the AIDA model, newsletters, framing effective blogs, interpersonal and Organisational communication, and digital media and podcast communication.	10

4	Business Negotiation: Negotiation Process and its Management, Spoken Communication: Essentials of Conducting Webinars, Telephone, Teleconferencing, Netiquettes, Successful Interpersonal Communication: Dyadic Communication, Dictating, Effective Listening Skills, Non-verbal Communication, Cross-cultural Communication, Presentation Skills, Conflict Resolution Strategies, and Digital Communication Etiquette, emphasizing both theoretical understanding and practical application for effective professional interactions.	10
Practical Content		
Practical, assignments and tutorials are based on above syllabus.		
Text Books		
TB1	Chaturvedi, P. D., & Chaturvedi, M. (2011). <i>Business communication: Concepts, cases and applications</i> (2nd ed.). Pearson Education.	
TB2	Veltsos, J. R., & Hynes, G. E. (2021). <i>Managerial communication: Strategies and applications</i> (8th ed.). SAGE Publications.	
Reference Books		
1	McLean, S. (2021). <i>Effective business communication</i> (3rd ed.). FlatWorld.	
2	Raman, M., & Singh, P. (2012). <i>Business communication</i> (2nd ed.). Oxford University Press.	
3	Mukerjee, H. S. (2016). <i>Business communication</i> (2nd ed.). Oxford University Press.	
5	Meyer, C., & Dev, N. B. (2021). <i>Communicating for results</i> (4th ed.). Oxford University Press.	
6	Locker, K. O., & Kaczmarek, S. K. (2013). <i>Business communication: Building critical skills</i> (6th ed.). McGraw-Hill Higher Education.	
7	Feekery, A., Condon, S. M., & Witsel, M. (2025). <i>Communication skills for business professionals</i> (3rd ed.). Cambridge University Press.	
8	Miller, K., Barbour, J., & Woo, D. (2025). <i>Organisational communication: Approaches and processes</i> (8th ed.). Cengage.	
ICT/MOOCs Reference		
1	Business Communication By Prof. K Preetham https://onlinecourses.swayam2.ac.in/e-learning/preview/imb24_mg54	
2	Business Communication Essentials By N Bringi Dev, Rakesh Godhwani https://onlinecourses.swayam2.ac.in/e-learning/preview/imb25_mg05	

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	1	2	1	2	3	3	1	1	2	3
CO2	3	3	1	2	3	0	1	3	1	2
CO3	2	2	1	2	3	0	1	2	1	3
CO4	3	3	1	2	3	0	1	3	2	1

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