

GANPAT UNIVERSITY
FACULTY OF MANAGEMENT STUDIES

Programme	Master of Business Administration					Branch/Spec.	Marketing/Finance/HR/International Business/Entrepreneurship/SCM		
Semester	I					Version	1.0.0.1		
Effective from <i>Academic Year</i>			2022-23			Effective for the batch Admitted in		June 2022	
Subject code	2IA06MCO		Subject Name			MANAGERIAL COMMUNICATION			
Teaching scheme						Examination scheme (Marks)			
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	4	0	0	0	4	Theory	60	40	100
Hours	4	0	0	0	4	Practical	-	-	-

Pre-requisites:

Course Objectives:									
1. To introduce the student to the basic concepts of the course.	2. To provide the student with a solid foundation in the basic concepts of the course.	3. To provide the student with a solid foundation in the basic concepts of the course.	4. To provide the student with a solid foundation in the basic concepts of the course.	5. To provide the student with a solid foundation in the basic concepts of the course.	6. To provide the student with a solid foundation in the basic concepts of the course.	7. To provide the student with a solid foundation in the basic concepts of the course.	8. To provide the student with a solid foundation in the basic concepts of the course.	9. To provide the student with a solid foundation in the basic concepts of the course.	10. To provide the student with a solid foundation in the basic concepts of the course.

To train in the areas of oral communication, written communication and listening skills through practical conduct of this course. This course will help students in understanding the principles & techniques of business communication.

Course Outcome:

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

ZIA06MCO.CO1: Understand the concepts, process, and barriers of communication for effective managerial communication.

Z1A06MCO.CO2: Apply appropriate forms of written, oral, and nonverbal communication to prepare effective business messages, reports, and presentations.

21A06MCO.CO3: Analyze the impact of cultural, technological, ethical, and mass communication factors on effective business communication strategies.

21A06MCO.CO4: Demonstrate effective business communication through negotiation, digital interactions, netiquette, and interpersonal communication skills.

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.	15
2	<p><i>Forms of Communication:</i> (a) Written Communication: The Process of Preparing Effective Business Messages, deductive and inductive messages, The Appearance and Design of Business Messages, Commercial Letters, Good news letters, bad news letter, Memorandums, Writing proposals & Report Writing (short reports and long reports), Preparing Minutes of Meetings; Executive Summary of Documents; E-mail: How to make smart e-mail (b) Non- verbal Communication, (c) Oral Communication: Art of Public Speaking, Speech making, Handling questions from the audience (d) Listening Skills: Definition, Anatomy of poor Listening, Features of a good Listener.</p> <p><i>Applications of Communication:</i> (a) Writing a Summer Project Report and Research Report, (b) Writing CVs & Application Letters, (c) Group Discussions (d) The Employment Interview & post interview process</p>	15

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: Mass Communication & Promotion mix, Persuasive Written Messages using AIDA model for Advertisements, Newsletters, framing effective blogs,	15
4	Business Negotiation: Negotiation Process & its Management Spoken Communication: essentials of conducting webinars , Telephone, Teleconferencing, Netiquettes, Successful Interpersonal Communication : Dyadic Communication,dictating	15
Practical content		
Text Books		
1	“Basic Communication Skills for Empowering the Internet Generation”, Raymond V Lesikar, (11 th edition) (2014)	
2	Effective Business Communications, Herta A. Murphy, Herbert W Hildebrandt Jane P. Thomas(seventh ediion)-2017	
Reference Books:		

1	B.Com (Business Communication) Lehman 2011
2	Business Communication, Meenakshi Raman & Prakash Singh,Latest Edition
3	Business Communication, Rajeesh Vishwanathan, 2010
4	Business Communication Strategies, M. Monipally, Latest Edition
5	Business Communication, Concepts, Cases and Applications, P. D. Chaturvedi and Mukesh Chaturvedi, Latest Edition
6	Professional Communication, Koneru Arun, Latest Edition
7	Contemporary Business Communication, Louis E. Boone, David L. Kurtz, & Judy Rachel Block, Latest Edition
8	Excellence in Business Communication, John V. Thill and C. V. Bovee, Latest Edition
9	Effective Business Communication, A. C. Buddy Krizan, Patricia Merrier, Joyce P. Logan and Karen Schneiter Williams, Latest Edition
10	Business Communication Today, Courtland L Bovee, John V Thill, Mukesh Chaturvedi, Latest Edition

Mapping of CO with PO and PSO:

Semester 1: Course Name: MANAGERIAL COMMUNICATION							
Course outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2IA06MCO .CO 1	1	2	1	2	3	3	1
2IA06MCO. CO 2	3	3	1	2	3	-	1
2IA06MCO .CO 3	2	2	1	2	3	-	1
2IA06MCO .CO 4	3	3	1	2	3	-	1

Semester 1: Course Name: MANAGERIAL COMMUNICATION			
Course outcomes	PSO1	PSO2	PSO3
2IA06MCO. CO 1	1	1	1
2IA06MCO.CO 2	1	2	2
2IA06MCO.CO 3	1	1	2
2IA06MCO.CO 4	1	2	2