

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 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 organizational 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 organizational success.								
CO4	Develop proficient theoretical knowledge and practical skills for effective professional communication, negotiation, and conflict management across diverse digital and interpersonal contexts.								
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 organizational 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	
1	"Business and Managerial Communication" by P. D. Chaturvedi and Mukesh Chaturvedi
2	"Managerial Communication: Strategies and Skills" by Geraldine E. Hynes
Reference Books	
1	"Business and Managerial Communication" by K. S. Bhushan
2	"Effective Business Communication" by Scott McLean
3	"Organizational Communication: Approaches and Processes" by Katherine Miller
4	"Communication Skills for Business Professionals" by Stephanie J. Coopman and J. Kevin Barge
5	"Business Communication: Building Critical Skills" by Kitty O. Locker and Stephen Kaczmarek
6	"The Dynamics of Business Negotiation" by Janos R. Varady
7	"Cross-Cultural Business Behavior" by Richard R. Gesteland
8	"Digital Business and E-Commerce Management" by Dave Chaffey
ICT/MOOCs Reference	
1	Business Communication for the Modern Workplace Specialization https://www.coursera.org/specializations/business-communication-for-the-modern-workplace
2	BCOLA-138 Business Communication https://onlinecourses.swayam2.ac.in/nou26_cm08/preview

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