

Name of Faculty	:	Faculty of Commerce and Management
Name of Program	:	Master of Business Administration (MBA)
Course Code	:	1MBA04
Course Title	:	Managerial Communication (MC)
Type of Course	:	Professional Core
Year of Introduction	:	2023-24

Prerequisite	:	For understanding this subject, the students should know the importance of effective communication and also should have the team spirit.
Course Objective	:	The objective of this course to helps student to learn and understand the importance of effective communication and learn how the information can smoothly flow among managers working towards a common goal. Students will also learn Global Exposure and Cross-Cultural Understanding, Social Responsiveness and Ethics
Course Outcomes	:	At the end of this course, students will be able to:
	CO1	Evaluate personal communication, verbal and non-verbal, formal and informal, to identify specific areas for improvement
	CO2	Prepare and deliver a speech to address a given audience for a given purpose
	CO3	Demonstrate inappropriate and socially insensitive communication (written and oral); and recommend best practices for the same
	CO4	Produce different types of reports with appropriate format, order and language
	CO5	Discuss and debate appropriateness of different business communication tools, along with the necessary protocols to be observed
	CO6	Create and explain the rationale for one and two-page resumes.

Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
L	T	P		Theory Marks		Practical Marks		Total Marks
SEE	CIA	SEE	CIA					
4	0	0	4	70	30	00	00	100

Legends: L-Lecture; T-Tutorial/Teacher Guided Theory Practice; P- Practical, C - Credit, SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

Unit No.	Topics	Teaching Hours	Weightage (%)	Mapping with COs
1	<p>Concepts of Communications: Definition, Objectives of Communication, Characteristics of Communication, Process of Communication, Forms of communication, Communication Roadblocks and Overcoming them, Legal Consequences and Ethics, Effectiveness in Managerial Communication</p> <p>Role of Verbal & Non-verbal Symbols in communication: Forms of Nonverbal Communication, Interpreting Non-verbal messages, Tips for effective use of non-verbal Communication Meaning - Principles of successful verbal communication, Conversation control - Reflection and Empathy: two sides of effective verbal communication.</p>	12	20%	CO1 CO2
2	<p>Listening, Spoken Communication Definition, Anatomy of poor Listening, features of a good Listener, Meaning of EL, Types of Listening skills, Barriers to effective Listening.</p> <p>Oral Presentation: Planning presentation, delivering presentation, Developing & displaying visual aids, Handling questions from the audience, Teleconferencing, Challenges and etiquette Practicing and Delivering Presentation - Refining your delivery</p>	15	25%	CO2 CO3
3	<p>Group Discussion & Interviews: Methodology of Group, From of Group, Characteristics of Effective Groups, Group Decision -Making, Group Conflict, Types of Non-functional Behaviour, Fundamental principles of Interviewing, Types of Interviewing Questions, Types of Interviews, Style of Interviewing. Mock Interviews, Introduction, Greetings and Art of Conversation, Dressing and Grooming, Norms of Business Dressing.</p>	14	25%	CO4 CO5
4	<p>Written mode communication and Employment communication: Written Business Communication, Basic Principles, Tips for effective writing, The Seven Cs of Letter writing, Planning steps for effective writing , Writing Business Reports (Short & Long), Kinds of Business Letters, Preparing your resume, Writing covering letters and Inquiry Emails, Preparing for a Job Interview</p>	19	30%	CO5 CO6
5	Project/ presentation, case studies, social media, Preparing job applications	---	---	

Suggested Distribution of Theory Marks Using Bloom's Taxonomy

Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
Weightage	50	50	-	-	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Reference Books

Sr. No.	Name of Reference Books
1	Basic business Communication, Raymond V. Lesikar & M. E. Flatley, TMH
2	Communicating in Business Williams, Krizan Logan, Merrier Cengage Learning 8th Edition, 2017
3	Business Communication: Process Mary Ellen Guffey Cengage Learning 3rd Edition, 2002
4	Business Communication Lesikar, Flatley, Rentz, Pande TMH 11th Edition, 2011
5	Business Communication Raymond V. Lesikar McGraw- Hill 11th, Latest Edition

List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc

Sr. No.	Name of Journals / Periodicals / Magazines / Newspapers / Web resources, etc
1	Journal of Business Communication
2	Journal of Organizational Culture
3	Journalism and Mass Communication Quarterly
4	Strategic Communication Management
5	Harvard Business Review