

# GUJARAT TECHNOLOGICAL UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION

**Year – I (Semester – I) (W.E.F. 2017-18)**

**Subject Name: MANAGERIAL COMMUNICATION (MC)**

**Subject Code: 3519203**

**Subject Credits: 3**

**Total Marks: 150**

### **1. Course Objective:**

- To reinforce the importance of effective business communication for success in today's business environment.
- To enhance the communication skills required in different business contexts through various interactive activities.
- To acquaint the students with the basic concepts and techniques of communication, viz. Listening, Speaking, Reading & Writing skills (LSRW skills) those are useful in developing skills of communicating effectively.

**2. Course Duration:** The course duration is of 36 sessions of 75 minutes each i.e. 45 hours.

### **3. Course Contents:**

<b>Module No.</b>	<b>Module Content</b>	<b>No. of Session</b>	<b>70 Marks (External Evaluation)</b>
<b>I</b>	<b>Effective Communication in Business</b> Importance and benefits of effective communication, Components of communication, Concepts and problems of Communications, Forms of Communication, Communication process, Role of Verbal & Non-verbal Symbols in Communication, Non-verbal communication, Barriers to Effective Communication, Overcoming Communication Barriers, Seven C's of effective Communication, Attributes of Personality Building	8	14
<b>II</b>	<b>Strategies for successful listening and speaking skills</b> Listening Skills: Definition, Types, Purposes for listening, Anatomy of poor listening, Features of a good Listener. Strategies for improving oral presentations, Ways of delivering oral message, Strategies for an effective oral delivery, Types of Managerial Speeches-speech of introduction, speech of thanks, occasional	10	21

	speech, theme speech, Strategies for an effective nonverbal delivery, Strategies for removing stage fright.		
<b>III</b>	<b>Strategies for successful interpersonal communication</b> Dyadic Communication & self-perception, Interviewing, mastering the art of giving interviews-selection or placement interviews, appraisal interviews, exit interviews Telephonic Communication, Effective e-mail management, Kinds of Meetings, Solving problems in meetings and groups, Planning the meeting, Procedures during meeting, Participant responsibilities in meetings	10	21
<b>IV</b>	<b>Forms of Communication in Written mode</b> Planning steps for effective writing, Formal Communication (Letter/E-mail) - Routine letters, Internal Communication, complaint letters, sales letters, collection/dunning letters, & Memos, Minutes of Meeting, Press Release, Persuasive written messages, Job applications & resume, Writing Business Reports, Proposals	8	14
	<b>Application of Module I to IV with written practice, oral presentations and interactive activities</b> Writing business letters, reports, minutes of meetings, presentations using various presenting styles, writing reports based on audio deliverances, activities to understand non-verbal cues, telephonic conversation and manners, demonstrating etiquette.		Internal Evaluation (30 Marks of CEC)

#### 4. Teaching Method:

1. Interactive discussions
2. Role Playing & brain-storming
3. Audio-visual Material (Using CDs/ Clippings)
4. Assignments and Presentations

#### 5. Evaluation:

A	Projects/Assignments/Quiz/Class Participation, etc.	Weightage 50 Marks (Internal Assessment)
B	Mid-Semester Examination	Weightage 30 Marks (Internal Assessment)
C	End-Semester Examination (Min. 30% Theory and Min. 70% Practical)	Weightage 70 Marks (External Assessment)

## 6. Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Lesikar	Business Communication	Tata McGraw-Hill Publishing	11th, Latest Edition
2	Lehman	B. Com (Business Communication)	Cengage	2011, Latest
3	Meenakshi Raman & Prakash Singh	Business Communication	Oxford University Press	Latest Edition

**Note:** Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

## 7. Other Readings:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Murphy, Hildebrandt & Thomas	Effective Business Communication	Tata McGraw-Hill Publishing	Latest Edition
2	Rajeesh Vishwanathan	Business Communication	Himalaya	2010, Latest
3	Mohan, Krishna and Banerji, Meera	Developing Communication Skills	Macmillian	Latest Edition
4	Monipally	Business Communication Strategies	Tata McGraw-Hill	Latest Edition
5	Chaturvedi, P. D. and Chaturvedi, Mukesh	Business Communication, Concepts, Cases and Applications	Pearson Education	Latest Edition
6	Raman, Meenakshi and Sharma, Sangeeta	Technical Communication: Principles and Practice	Oxford University Press	Latest Edition
7	Kaul, Asha	Business Communication	Prentice Hall of India	Latest Edition
8	Koneru Arun	Professional Communication	Tata McGraw-Hill	Latest Edition
9	Boone, Kurtz, & Block	Contemporary Business Communication	Wiley Publication	Latest Edition
10	Thill, John & C. V. Bovee	Excellence in Business Communication	McGraw Hill	Latest Edition

### 8. List of Journals/Periodicals/Magazines/Newspapers, etc.

Bulletin of the Association for Business Communication, Business Communication Quarterly, Journal of Business Communication, Communication World, Strategic Communication Management, Journal of Business and Technical Communication; Thousand Oaks, Journal of Communication Management; London, Journal of Organizational Culture, Communication and Conflict; Cullowhee, Journalism and Mass Communication Quarterly; Columbia, Management Communication Quarterly : MCQ; Thousand Oaks, Strategic Communication Management; Chicago, Technical Communication Quarterly; St. Paul, Harvard Business Review, Journal of Creative Communications, Business India / Business Today / Business World, University News, Journal of Business Communication, Business Communications Quarterly.

### 9. Session Plan:

Session Nos.	Topics to be covered
1-3	Importance and benefits of effective communication, Components of communication, Concepts and problems of Communications, Forms of Communication, Communication process
4-6	Role of Verbal & Non-verbal Symbols in Communication, Non-verbal communication, Barriers to Effective Communication
7-8	Overcoming Communication Barriers, Seven C's of effective Communication, Attributes of Personality Building
9-12	Listening Skills: Definition, Types, Purposes for listening, Anatomy of poor listening, Features of a good Listener. Strategies for improving oral presentations, Ways of delivering oral message
13-16	Strategies for an effective oral delivery, Types of Managerial Speeches-speech of introduction, speech of thanks, occasional speech, theme speech
17-18	Strategies for an effective nonverbal delivery, Strategies for removing stage fright.
19-22	Dyadic Communication & self-perception, Interviewing, mastering the art of giving interviews-selection or placement interviews, appraisal interviews, exit interviews
23-26	Telephonic Communication, Effective e-mail management, Kinds of Meetings, Solving problems in meetings and groups
27-28	Planning the meeting, Procedures during meeting, Participant responsibilities in meetings
29-32	Planning steps for effective writing, Formal Communication (Letter/E-mail) - Routine letters, Internal Communication, complaint letters, sales letters, collection/dunning letters, & Memos
33-36	Minutes of Meeting, Press Release, Persuasive written messages, Job applications & resume, Writing Business Reports, Proposals

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