

Course Title: Managerial Communication

Course Code	: 17BA1T4	External Marks	: 60
Core / Elective	: Core	Internal Marks	: 40
Credits	: 3	Contact Periods	: 3
Year/Semester	: I year/I semester	Tutorial Periods	: 2

Course Objectives

1. To develop competence in oral, written, and visual communication.
2. To improve understanding of opportunities in the field of communication.
3. To equip with current technology related to the communication field.
4. To enhance effectiveness of cross cultural communication.

Course Outcomes

Students shall be able to:

1. Define the role and process of business communication.
2. Compare and differentiate between formal and informal communication.
3. Take part in and manage interpersonal communication.
4. Make use of the techniques of effective communication in letter and report preparation.
5. Utilize communication skills effectively in presentations and interviews

Unit 1 - Role of Communication in Business: Objective of Communication – The Process of Human Communication – Media of Communication - Written Communication - Oral Communication - Visual Communication - Audio Visual Communication – Silence – Developing Listening Skills – Improving Non-verbal communication skills – Cross Cultural Communication – problems and challenges.

Unit2 - Managing Organization Communication: Formal and Informal Communication - Intrapersonal Communication – Models for Inter Personal Communication - Exchange Theory.

Unit 3 - Managing Interpersonal Communication: Inter-Personal communication – Role of Emotion in Inter Personal Communication – Communication Styles – Barriers to Communication – Gateways to Effective Interpersonal Communication.

Unit 4 - Business Writing Skills: Significance of Business Correspondence - Essentials of Effective Business Correspondence - Business Letter and Forms - Meeting - Telephone Communication – Use of Technology in Business Communication. Report Writing – Meaning and Significance: Structure of Reports - Negative, Persuasive and Special Reporting: Informal Report – Proposals- Formal Reports.

Unit 5 - Presentation skills – Techniques of Presentation – Types of Presentation – Video Conferencing and formats – Interview – formal and informal – Interview techniques – Communication etiquettes.

Case Study: Compulsory. Relevant cases have to be discussed in each unit.

References

1. Mallika Nawal: “Business Communication”, Cengage Learning, New Delhi, 2012.
2. Kuberudu B. and Srinivasa Krishna K., “Business Communication and Soft Skills”, Excel Books, 2008.
3. Meenakshi Rama, “Business Communication”, Oxford University Press, New Delhi
4. C.S.G. Krishnamacharyulu and Dr. Lalitha Ramakrishnan, “Business Communication”, Himalaya Publishing House, Mumbai
5. Paul Turner: “Organisational Communication”, JAICO Publishing House, New Delhi.
6. SathyaSwaroopDebasish, Bhagaban Das, “Business Communication”, PHI Private Limited, New Delhi, 2009.
7. R.K.Madhukar: “Business Communication”, Vikas Publishing House, New Delhi, 2012.
8. Kelly M. Quintanilla, Shawn T.Wahl, “Business and Professional Communication”, SAGE, New Delhi, 2012.
9. Sangita Mehta, NeetyKaushish: “Business Communication”, University Science Press, New Delhi, 2010.
10. Anjali Ghanekar: “Business Communication Skills”, Everest Publishing House, New Delhi, 2011