



C. U. SHAH UNIVERSITY, Wadhwan City



FACULTY OF MANAGEMENT STUDIES MASTER OF BUSINESS ADMINISTRATION (MBA)

SEMESTER I (one)

CODE 5MS01MCN1

Name of Subject Managerial Communication

Teaching & Evaluation Scheme

Teaching Scheme (Hours)				Evaluation Scheme (Marks)		
Th	Tu	P	Total	Sessional	External	Total
4	--	--	4	30	70	100

Objectives

1. Increase communication skills for effective business communication.
2. Improvement of basic skills like reading, listening, writing and speaking skills.

Prerequisite

Understanding of Basic English Language and different basics of English grammar.

Course outline

Sr. No.	Course Contents	Number of Hours
1	Basics of Communication, Concepts & problems ,Types	04
2	Communication process, flow of Communication, 7 C's of Communication	05
3	Barriers of Communication, Overcoming various Communication barriers, Mis Communication	04
4	Listening Skills: Definition, Types, Purposes for listening	04
5	Features of good listener, preparing & improving oral presentation	04
6	Strategies for effective oral presentation, Strategies to remove stage fear	03
7	Dyadic Communication	03



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8	Interview, Types of interview	03
9	Telephone and Email skills	04
10	Kinds of meeting, Roles played in meeting, Solving problems in meetings.	04
11	Procedure of Meeting, Preparing minutes of meeting.	04
12	Business letters , memo's	04
13	Types of Business letters	03
14	Preparing resume and job applications	03
15	Drafting of long & short business proposals	04
16	Ex tempore on some contemporary issues	04
17	Writing reports based on audio deliverances	04
Total Hours		60

Learning Outcomes

Theoretical Outcomes Drafting of business proposals, letters, presentation which facilitates one in attaining fruitful results in business.

Practical Outcomes Excel in the business communication for becoming an effective manager.

Teaching & Learning Methodology

- Lectures
- Role play
- Case Studies
- Class Participation

Books Recommended

1. 'Business Communication', Meenakshi Raman & Prakash Singh, Oxford Publication.
2. 'Professional Communication', Koneru Arun, Tata McGraw Hill.
3. 'Business Communication', Lesikar, Tata McGraw Hill.

E-Resources

1. <http://freevidelectures.com/Subject/Communication-Skills>
2. <http://www.mindtools.com/page8.html>