

## Managerial Communication

<b>Course Code</b>	<b>21BA1T6</b>	<b>Year</b>	<b>I</b>	<b>Semester</b>	<b>I</b>
<b>Course Category</b>	Core	<b>Branch</b>	Business Administration	<b>Course Type</b>	Theory
<b>Credits</b>	3	<b>L-T-P</b>	3-0-0	<b>Prerequisites</b>	Nil
<b>Continuous Internal Evaluation</b>	30	<b>Semester End Evaluation</b>	70	<b>Total Marks</b>	100

### Course Outcomes

Upon successful completion of the course, the student will be able to:

<b>CO1</b>	<b>Distinguish</b> among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.	<b>L3</b>
<b>CO2</b>	<b>Demonstrate</b> knowledge of communication theory and application and respond effectively to cultural communication differences.	<b>L3</b>
<b>CO3</b>	<b>Build and maintain</b> healthy and effective relationships to make effective internal and external business correspondence.	<b>L3</b>
<b>CO4</b>	<b>Correlate</b> verbal and non-verbal communication competence through oral, written, and visual communication for effective presentations.	<b>L3</b>
<b>CO5</b>	<b>Utilise</b> technology to communicate effectively in various settings and contexts by appropriate professional behaviour.	<b>L3</b>

### Contribution of Course Outcomes towards achievement of Program Outcomes & Strength of correlations (3-High, 2-Medium, 1-Low)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2
<b>CO1</b>	-	-	-	-	-	3	2	3	-	-	-	3	-
<b>CO2</b>	-	-	-	-	-	3	2	3	-	-	-	3	-
<b>CO3</b>	-	-	-	-	-	3	2	3	-	-	-	3	-
<b>CO4</b>	-	-	-	-	-	3	2	3	-	-	-	3	-
<b>CO5</b>	-	-	-	-	-	3	2	3	-	-	-	3	-

### SYLLABUS

<b>Unit No.</b>	<b>Contents</b>	<b>Mapped CO</b>
<b>I</b>	<b>Role of Communication in Business:</b> 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.	CO1 CO2 CO4
<b>II</b>	<b>Managing Organizational and Interpersonal Communication:</b> - Formal and Informal Communication - Cross Cultural Communication - problems and challenges, Intrapersonal Communication – Inter-Personal communication - Models for Inter Personal Communication - Exchange Theory - Role of Emotion in Inter Personal Communication – Communication Styles - Gateways to Effective Interpersonal Communication, Time Management.	CO1 CO2 CO3

<b>III</b>	<b>Professional Writing Basics:</b> Significance of Business Correspondence - Essentials of Effective Business Correspondence - Business Letter and Forms - Meetings – Telephones.	CO3 CO4 CO5
<b>IV</b>	<b>Professional Writing Skills:</b> Report Writing – Meaning and Significance: Structure of Reports - Negative, Persuasive and Special Reporting: Informal Report – Proposals - Formal Reports.	CO3 CO4 CO5
<b>V</b>	<b>Presentation skills</b> – Techniques of Presentation – Types of Presentation – Video Conferencing and formats – Interview – formal and informal – Interview techniques –Communication etiquettes.	CO3 CO4 CO5
<i>Practice Sessions</i> on knowledge sources for lifelong through MOOCs/ Podcast/ social media, etc. <b>Case Study Compulsory.</b> Relevant cases have to be discussed in each unit.		

<b>Learning Resources</b>	
<b>Text Books:</b>	
<ol style="list-style-type: none"> <li>1. Meenakshi Raman, Prakash Singh, “Business Communication”, Oxford University Press, New Delhi.</li> <li>2. Joseph A. Devito, “The Interpersonal Communication Book”, Pearson, 14<sup>th</sup> edition.</li> </ol>	
<b>Reference Books:</b>	
<ol style="list-style-type: none"> <li>1. Mallika Nawal: “Business Communication”, Cengage Learning, New Delhi.</li> <li>2. C.S.G. Krishnamacharyulu and Dr. Lalitha Ramakrishnan, “Business Communication”, Himalaya Publishing House, Mumbai.</li> <li>3. Jerry C. Wofford, Edwin A. Gerloff, Robert C. Cummins, “Organisational Communication: The key stone to managerial effectiveness”, McGraw-Hill series in management.</li> <li>4. Paul Turner, “Organisational Communication”, JAICO Publishing House, New Delhi.</li> <li>5. Sathya Swaroop Debasish, Bhagaban Das, “Business Communication”, PHI Private Limited, New Delhi.</li> <li>6. R.K. Madhukar, “Business Communication”, Vikas Publishing House, New Delhi.</li> <li>7. Kelly M. Quintanilla, Shawn T. Wahl, “Business and Professional Communication”, SAGE, New Delhi, 2012.</li> <li>8. Sangita Mehta, Neety Kaushish, “Business Communication”, University Science Press, New Delhi, 2010.</li> <li>9. Anjali Ghanekar: “Business Communication Skills”, Everest Publishing House, New Delhi.</li> <li>10. Mary Ellen Guffey, “Essentials of Business Communication”, Cengage learning, 11<sup>th</sup> edition, 2019.</li> </ol>	
<b>e- Resources &amp; other digital material:</b>	
<ol style="list-style-type: none"> <li>1. <a href="https://nptel.ac.in/courses/109/104/109104031/">https://nptel.ac.in/courses/109/104/109104031/</a></li> <li>2. <a href="https://nptel.ac.in/courses/109/107/109107155/">https://nptel.ac.in/courses/109/107/109107155/</a></li> </ol>	