

GENERAL: This course is designed to give students a comprehensive view of business communication, its scope and importance in business. The various types of business communication media are covered.

1.1 COURSE TITLE: **Managerial Communication**

1.2 COURSE NUMBER: MT5404

1.3 CONTACT HRS: 40 hrs (30 hrs for teaching and 10 hrs for project discussion). Credits: 8

1.4 SEMESTER -OFFERED: 1st

1.5 PREREQUISITE:

1.6 SYLLABUS COMMITTEE MEMBER: Dr. Jaya Srivastava & S.K. Mishra

1.7 Objectives:

- Understand and demonstrate the use of basic and advanced proper writing techniques that today's technology demands,
- Write effective and concise letters and memos,
- Prepare informal and formal reports and how to communicate in formal and informal way in an organization and outside of the organization.

3. COURSE CONTENT (Unit wise distribution of content and number of lectures)

Unit I: Communication Process, Types, Media, Role of Communication in business organizations, Barriers to communication (Lectures: 4)

Unit II Non-verbal Communication & Body Language, Resume Writing, Writing Emails (Lectures: 4)

Unit. III. Business Correspondence, Inter Office Memo, Report Writing, Presentation Skills and Styles, Interviews & Group Discussions (Lecture- 4)

Unit. IV . Listening, Reading, Giving & Receiving Feedback., Conducting Meetings & Writing Minutes (Lecture- 4)

Unit- V . Cross Cultural Communication, Ethical Issues in Communication (Lecture4)

4. READINGS

1. Kaul Asha : Effective Business Communication (2nd Edition). PHI Learning Pvt. Ltd.
2. Pandey, Neerja: Business Communication.
3. Raymond V. Lesikar: Business Communication, Mc Graw Hill India, New Delhi, 2015.

5. OUTCOME OF THE COURSE:

- This course also develops an awareness of the importance of written/ oral expression to modern business communication.
- Develop interpersonal skills that contribute to effective and satisfying personal, social and professional relationships within and outside the organization.