

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (GTU'S Global Program)

Year – I (Semester – I) (W.E.F. JULY 2013)

Subject Name: Managerial Communication (MC)

Subject Code: 2810003

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:

Module No.	Module Content	No. of Session	70 Marks (External Evaluation)
I	Effective Communication in Business 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.	07	17
II	Strategies for successful listening and speaking skills 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, Strategies for an effective nonverbal delivery, Strategies for removing stage fright.	07	17

III	Strategies for successful interpersonal communication Dyadic Communication & self-perception, Interviewing, Telephoning skills, Effective e-mail management, Kinds of Meetings, Solving problems in meetings and groups, Planning the meeting, Procedures during meeting, Participant responsibilities in meetings	07	18
IV	Forms of Communication in Written mode Planning steps for effective writing, Business Letters & Memos, Persuasive written messages, Job applications & resume, Writing Business Reports (Short & Long), Proposals, Practice for Writing	07	18
V	Application of Module I to IV with written practice, oral presentations and interactive activities 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.	08	Internal Evaluation (20 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%) (Internal Assessment)
B	Mid-Semester Examination	Weightage (30%) (Internal Assessment)
C	End-Semester Examination (Min. 30% Theory and Min. 70% Practical)	Weightage (70%) (External Assessment)

6. Basic Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
T1	Lesikar	Business Communication	Tata McGraw-Hill Publishing	11 th , Latest Edition
T2	Lehman	B. Com (Business Communication)	Cengage	2011, Latest
T3	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. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
R1	Murphy, Hildebrandt & Thomas	Effective Business Communication	Tata McGraw-Hill Publishing	Latest Edition
R2	Rajeesh Vishwanathan	Business Communication	Himalaya	2010, Latest
R3	Mohan, Krishna and Banerji, Meera	Developing Communication Skills	Macmillian	Latest Edition
R4	Monipally	Business Communication Strategies	Tata McGraw-Hill	Latest Edition
R5	Chaturvedi, P. D. and Chaturvedi, Mukesh	Business Communication, Concepts, Cases and Applications	Pearson Education	Latest Edition
R6	Raman, Meenakshi and Sharma, Sangeeta	Technical Communication: Principles and Practice	Oxford University Press	Latest Edition
R7	Kaul, Asha	Business Communication	Prentice Hall of India	Latest Edition
R8	Koneru Arun	Professional Communication	Tata McGraw-Hill	Latest Edition
R9	Boone, Kurtz, & Block	Contemporary Business Communication	Wiley Publication	Latest Edition
R10	Thill, John & C. V. Bovee	Excellence in Business Communication	McGraw Hill	Latest Edition
R11	Raman, Meenakshi and Singh, Prakash	Business Communication	Oxford	Latest Edition
R12	Krizan, Merrier, Logan and Williams	Effective Business Communication	Thomson	Latest Edition
R13	Sen, Leena	Communication Skills	Prentice-Hall India	Latest Edition
R14	Courtland L Bovee, John V Thill, Mukesh Chaturvedi	Business Communication Today	Pearson Education	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	Concepts of Communication : Definition, objectives, characteristics
2-3	Components of communication, Concepts and problems of Communications, Forms of Communication, Communication process
4-5	Role of Verbal & Non-verbal Symbols in Communication, Non verbal communication
6-7	Barriers to Effective Communication, Overcoming Communication Barriers, the Seven C's of effective Communication.
8-9	Listening Skills: Definition, Types, Purposes for listening
10	Anatomy of poor listening, Features of a good Listener
11-12	Strategies for improving oral presentations, Ways of delivering oral message
13-14	Strategies for an effective oral delivery, Strategies for an effective nonverbal delivery, Strategies for removing stage fright.
15-16	Dyadic Communication & self-perception, Interviewing
17	Telephoning skills, Effective e-mail management
18-19	Kinds of Meetings, Solving problems in meetings and groups
20-21	Planning the meeting, Procedures during meeting, Participant responsibilities in meetings
22-23	Planning steps for effective writing
24-25	Business Letters & Memos
26-27	Persuasive written messages, Job applications & resume
28	Writing Business Reports (Short & Long), Proposals, Practice for Writing
29-30	Writing business letters, reports, minutes of mock meetings
31-32	Presentations using various presenting styles
33-34	Writing reports based on audio deliverances
35-36	Activities to understand non-verbal cues, telephonic conversation and manners, demonstrating etiquette , etc