

MNG- 207
MANAGERIAL COMMUNICATION
CREDIT – 2 CLASS HOURS: 30

Objectives:

1. To develop the communication skills and soft skills of the students
2. To enhance the ability of the students to participate in group discussions and personal Interviews

Module I: Introduction to Managerial Communication

- 1.1. Communication challenges in today's work place: Advances in technology; culturally diverse workforce; Team-based organizational Settings.
- 1.2 Effective Business Presentations: Importance in managerial communication; Planning, Preparing, Organizing, Rehearsing, and Delivering Oral presentations, Handling Questions; Power Point Presentation

Module II: Introduction to Managerial writing

- 2.1. Business letters: routine and persuasive letters, bad news letters, sales letters, job application letters.
- 2.2. Writing CVs.
- 2.3. Memos, notices, circulars, emails.
- 2.4. Business reports and proposals.

Module III: Group Communication

- 3.1. Business Meeting: Planning a meeting; Drafting a Notice-cum-Agenda; Role of the Chairperson and other participants; preparing the Minutes of a meeting.
- 3.2. Group discussion: Types; Do's and Don'ts of GD; Guidelines for Effective Group Discussions.
- 3.3. Types of managerial speeches: Speech of Introduction, speech of thanks, occasional speech, and theme speech.

Module IV: Soft Skills

- 4.1. Communication skills and Soft Skills.
- 4.2. Mastering the art of giving interviews, Types of interviews, Planning and Preparing for a Job Interview; Frequently Asked Questions in a Job Interview; Stages of an Interview; Important Non-verbal Aspects; Strategies for success in Job Interviews.
- 4.3. Business and social etiquettes.

Module – V: The concerned faculty shall have the liberty to define the course contents under this module and teach students accordingly.

Recommended Books:

1. Business Communication-concepts, cases & applications, Chaturvedi & Chaturvedi, Pearson
2. Business Communication, Meenakshi Raman & Prakash Singh, Oxford
3. Communication for Management, Urmila Rai and S M Rai, HPH
4. Business and Managerial Communication, Sengupta, PHI
5. Professional English and Soft skills ,Bikram K Das et al ,

5. Business Communication for Managers, P. Mehra, Pearson
6. BCOM 2nd Edition, Lehman and Sinha, Cengage
7. Soft Skills K Alex, S Chand
8. Business Communication, Kalia and Agarwal, Wiley
9. Business and Professional Communication by Kelly M Quintanilla and Shawn T Wahl – Sage.