

MNG 208

Managerial Communication Skills (Lab)

Credit – 2 : Contact Hours – 30

1. Managerial Writing: Business letters, Advertisement, Preparing Press Releases, Press Notes, Writing theme speeches, Speeches of thanks.

2. Group Team / Communications: Preparing for GDs, Interviews, Writing CVs and Resumes, Internal communications for employee engagement. Business Etiquette.

3. Corporate Communications: Notices, Agenda, Board Room Behaviour, Minutes, Exercises in Corporate writing, Preparing Presentation, Making presentations before the top management.

4. Learning Emotional Skills: Emotional Skills and your personality, Interpersonal relations. Know your EQ. EQ Tests.

Conducting Tests :

1. There shall be two lab tests carrying 30 marks each and another carrying 40 marks.
2. The faculty concerned shall design the tests on topics prescribed in the syllabus.

Recommended Books :

1. English Language Lab, Nira Kanor, PHI
2. Guide to Managerial Communication, Mary Munter, Pearson
3. Cengage Learning India, English Language Communication Skill – Lab Manual
4. Soft Skills for Everyone, Butterfield, Cengage
5. Campus to corporates, Sage Publication