

**Name of the Subject:** MANAGERIAL COMMUNICATION  
**Course Code and Subject Code:** CC 103, MC  
**Course Credit:** FULL (50 SESSIONS OF 60 MINUTES EACH)

**Course Description**

Communication is a very essential skill for the managers to be successful in their professional Career. The objective is to acquaint the students with the basic concepts and techniques of Communication that is useful in developing skills of communicating effectively.

**Evaluation pattern:**

Class participation and Attendance	10%
Quizzes, Presentations and Assignments	20%
Mid Term Examination	30%
End Term (University) Examination	40%

**Pedagogy:**

- Lectures
- Case study
- Minor projects

Sessions	Topic	Percentile weightage
1 – 4	<b>Concepts of Communications:</b> Definition, Objectives of Communication, Characteristics of Communication, Process of Communication, Forms of communication, Roles of a Manager, Communication Roadblocks and Overcoming them, Overcoming Communication Barriers, Effectiveness in Managerial Communication Case Study: - Goodwill Corporation Ltd.	10%
5 – 9	<b>Role of Verbal &amp; Non-verbal Symbols in communication :</b> Forms of Non-verbal Communication, Interpreting Non-verbal messages, Tips for effective use of non-verbal Communication Case Study:- Charisma Corporation	10%
10 – 14	<b>Listening:</b> Definition, Anatomy of poor Listening, Features of a good Listener, Meaning of EL, Types of Listening skills, strategies, Barriers to effective Listening. <b>Spoken Communication :</b> Oral Presentation: Planning presentation, Delivering presentation, Developing & displaying visual aids, Handling questions from the audience , Telephone, Teleconferencing, Challenges and etiquette	10%

	Case Study:- The Farewell Speech	
15 – 19	<b>Group Discussion &amp; Interviews</b> :Methodology of Group, Role Functions in Group Discussions, Form of Group, Characteristics of Effective Groups, Group Decision –Making , Group Conflict, Types of Non-functional Behavior, Fundamental principles of Interviewing, Types of Interviewing Questions, Important Non-Verbal Aspects, Types of Interviews, Style of Interviewing. Mock Interviews, Introduction, Greetings and Art of Conversation, Dressing and Grooming, Norms of Business Dressing. Case Study:- Career Counseling	10%
20 – 23	<b>Meetings:</b> Ways and Means of conducting meeting effectively, Planning a Meeting, Meeting Process, How to Lead Effective Meeting, Evaluating Meeting, Writing Agenda and Minutes of meetings , Web Conferencing Case Study:- A Special Meeting of the Executive Committee	5%
24 – 30	<b>Forms of Communication in Written mode:</b> Written Business Communication, Basic Principles, Tips for effective writing, The Seven Cs of Letter writing, Planning steps for effective writing , Persuasive written messages , Writing Business Reports (Short & Long), Kinds of Business Letters, Tone of writing, inquiries, orders & replying to them, sales letters, Job application Letters, Writing Effective Memos, Format and Principles of writing Memos. Case Study:- Missing Briefcase	15%
31 – 33	<b>Job applications &amp; Resume:</b> Identifying potential career opportunities, Planning a Targeted Resume, Preparing Resumes, Supplementing a Resume, Composing Application Messages	5%
34 – 39	<b>Writing E-mail, Business Reports, Business Proposals</b> :Effective E-mail, E-mail Etiquettes, Writing Business Reports and Proposals, Purpose of Business Reports, Parts of Report, Format of Business Proposals, Practice for Writing Business Reports.	20%
40 – 50	<b>Practical work Analysis:</b> Project presentations	15%

**Text Book:**

1. Basic business Communication, Raymond V. Lesikar & M. E. Flatley, TMH
2. Cases will be provided from Meenakshi Raman and Prakash Singh, Business Communication, Oxford University Press

**Reference Books:**

1. B. Com (Business Communication), Lehman, Cengage
2. Business Communication Today, Bovee, Thill & Schatzman, Prentice Hall
3. Effective Business Communication, Murphy, Hildebrandt & Thomas, TMH
4. Business Communication Strategies, Monipally, TMH
5. Essentials of Business Communication, Mary Ellen Guffey, South-Western Educational
6. Business Communication Asha Kaul Prentice Hall of India
7. Professional Communication Aruna Koneru Tata McGraw-Hill