

V. S. M. COLLEGE(A) : : RAMACHANDRAPURAM
I MBA (I Semester)– SYLLABUS
Paper V: MANAGERIAL COMMUNICATION SKILLS
w.e.f:2019–20Admitted Batch

CODE::PG1914105

Hours	:75 hrs (4hrs per Week)
Number of Credits	: 5
Max. Marks	: 100 Marks (75 marks SEE and 25 marks CIA)
TIME	: 3hrs

MANAGERIAL COMMUNICATION SKILLS

Objective: To equip the students with the necessary techniques and skills of communication to inform others, inspire them enlist their activity and willing cooperation in the performance of their jobs.

Learning Outcomes: At the end of the course the student should be able to

1. Develop skills and abilities for situational thinking and problem solving through logical analysis of case situations and coherence in writing for effective communication.
2. Enhance oral presentation planning, audio visual communication and developing & displaying visual aids for effective communication.
3. Understand the importance of interviews, meetings, and ways and means of effectively conducting them.
4. Understand communication etiquettes which are to be followed in the corporate world.

UNIT – I: Role of Communication in Business – Objective of Communication – The Process of Human Communication – Media of Communication, Written Communication – Oral Communication – **Silence - Developing Listening Skills** – Improving Non-verbal Communication skills.

UNIT – II: Managing Organization Communication - formal and Informal Communication- Intra and Personal Communication – **Models for Inter Personal Communication – Exchange Theory, Johari Window and Transactional Analysis.**

UNIT-III: Managing Motivation to Influence Interpersonal Communication – Inter-Personal Perception – **Role of Emotion in Inter Personal Communication-** Communication Styles – Barriers of Communication – Gateways to Effective Interpersonal Communication

UNIT-IV: Business Letter Writing Skills – Significance and Essentials of Effective Business Letters, Use of Technology in Business Communication, E-mail Messages.

UNIT-V: **Corporate Communication – Ethics in Business Communication –Time Management-GD-Seminars, Business Etiquette- Types of Interviews-Preparing for Interviews.**

(Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.)

Suggested Books:

1. K Bhardwaj, Professional Communication, IK Int Pub House, NewDelhi
2. Krizan, Merrier, Logan and Williams, Effective Business Communications, Cengage, NewDelhi
3. HC Gupta, SG Telang, Business Communication, Wisdom,Delhi
4. Penrose, Business Communication for Managers, Cengage, NewDelhi
5. McGrath, Basic Managerial Skills for All 5thed., Prentice Hall ofIndia.
6. Urmila Rai & S.M. Rai, Business Communication, HimalyaPublishers,