



Masters of Business Administration (MBA) – Semester - 1 Course Teaching Plan

Course Title: Effective Communication and Personality Development

Course Code: 340030105

Course Credit: 4

1. Course Introduction

The business world and its rapidly changing dynamics require professionals with excellent communication skills to deal with complex managerial situations. This course intends to develop basic as well as advanced communication skills linked to interpersonal as well as group based communication. It shall also cover various aspects linked to written communication like mails and report writing

2. 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 basic concepts and techniques of communication viz. Listening, Speaking, Reading & Writing Skills which are essential for developing Effective Managerial Communication Skills.

3. Course Learning Outcome:

- CLO1: To enable students to enhance oral, written and visual communication in the business world
- CLO2: To enhance innovative and critical thinking.
- CLO3: To get confidence and effective communication skills to face any situation – professional and personal..
- CLO4: To get global exposure ,cross cultural understanding of communication and to imbibe ethical values.
- CLO5: To develop good communication skills to be better team leaders

CLO –PO Mapping Matrix

	PO1	PO2	PO3	PO4	PO5
CLO1	3	3	3	3	3
CLO2	3	3	3	2	3
CLO3	3	3	3	3	3
CLO4	3	3	3	3	3
CLO5	3	3	3	3	3

Correlation levels: 3= ‘High’, 2=‘Medium’, 1=‘Low’ and ‘-‘ = No correlation

4. Session Plan (30 Hours):

Session No	Syllabus Content
UNIT- I –	
Session 1-4	Definition Managerial Communication, Barriers, Network, Importance of Managerial Communication in an organization
Session 5	Nonverbal communication, Goals, Types, use of Non Verbal Communication in Effective Communication in an organization
Session 6-7	Listening-Process, Types, Active Listening, Critical Listening, Benefits of Listening and Features of a good Listener
Session 8-9	Understanding the concepts of Reading
Session 10	Actual execution of the concepts in class theory
Session 11	Conclusion and Observation of the Reading Exercise
Case Study “ Good Will Corporation”, The Farewell Speech	
	Role Play Activity, Ted Talk, Chart, video of one self, Back to Back and whispering game
UNIT 2 –	
Session 12-13	Business Presentation- Planning strategies, Organizing Structure, Delivery Modes , Strategies of Effective Oral Delivery, Controlling Nerves, Non-verbal cues, Audience Analysis and Audience Adaption..7Cs
Session 14-15	Interview - the process ,usefulness and how to be effective and successful in any interview Telephonic Interview.... Resume writing
Case Study “Public Leaders and Public Speaking”, AGM Chairman’s speech, Role Play Activities	
Session 16	Meeting -Purpose, planning process, evaluation of it. Agenda and Minutes of the Meeting.
Session 17	Group Discussion- Function, Non-Functional Behavior, Success Factors in GD
Session 18	Attributes of Personality Development and Universal Learning values
UNIT 3 –	
Session 19-20	Types of Messages.5 stages of writing, Business Correspondence- Basic Principals, writing strategies. Types- Letters, Memos, Emails
Session 21	Persuasive message in business correspondence
Session 22	Business Reports and Proposal
UNIT 4	
Session 23	Persuasive Communication-Advertisement, Media, Conflict Resolution and Negotiation, MIS
Session 24	Corporate Communication
	Case Study:”How to repair the Reliance Image”
UNIT 5	CAPSTONE PROJECT ZENITH

Practical/Application/Experiential Learning – 10 hours (over and above theoretical sessions of 20 hours) of the course is dedicated to experiential learning and capstone project like hackathons, bootcamp, marketing plan, live case study and others.

5. Assessment Scheme:

Specific assessment method	% Weightage	Weightage		Theory	Practical
		Faculty	External Expert		
Module wise Exam	30%	100%	0	√	
Quiz/Mock Rounds	10%	100%	0		√
Live Case Analysis	15%	100%	0		√
Presentation	15%	100%	0		√
Project	15%	100%			√
Assignment	15%	50%	50%	√	√
	100%	70%	30%		

6. Educational Resources

Educational Resources	Description
Text Book	1.Meenakshi Raman & Prakash Singh-‘Business Communication’—Oxford University Press
Reference Books	Lehman ‘B.Com(Business Communication’ Cenage Rayamond V. Lesikar ‘Business Communication’ McGraw Hill Asha Kaul Monapally
Journals/ Magazine/periodicals	1.IUP Journal of Soft Skills-Vol xii -4 2.IUP Journal of Soft Skills-Vol xviii-3 3IUP Journal of Soft Skills-Vol xiii-3. 4.VIKALAP 5. Case Studies on Best Practice-IBS Shaul Jain 6. Case Studies on Business Ethics and CSR Initiatives-Krishna Kumar,Lekhi Ravi,Sai Geeta 7. Case Studies on Charismatic Leaders and their Innovative Strategies-Lekha Ravi, Florence Nightingale