

# GUJARAT TECHNOLOGICAL UNIVERSITY

## INTEGRATED MASTER OF BUSINESS ADMINISTRATION

Year – 2 (Semester –4) (W.E.F. Academic Year 2018-19)

**Subject Name: Managerial Communication (MC)**

**Subject Code: 2547107**

### 1. Learning Outcomes:

- Understand and employ essential communication skills including etiquettes in business or and/or any other professional settings.
- Enhance oral communication competence level of the students through various interactive activities.
- Acquaint the students with the basic concepts and techniques of communication viz. Listening, Speaking, Reading and Writing skills (LSRW)

2. **Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

### 3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Marks (out of 70)
I	<b>Nature &amp; Scope of Communication</b> Introduction, Importance and Benefits of effective communication, Communication process, Communication Networks, Forms of communication Informal Communication(Grapevine), Non-verbal communication – types and Importance Communication Barriers, Overcoming communication barriers, 7Cs of effective communication	12	18
II	<b>Effective Listening and Speaking Skills</b> <b>Listening:</b> Definition, Purpose, Types, Features of a good listener, strategies for effective listening, Barriers to effective listening, <b>Speaking:</b> Planning of presentation, Structure of presentation, Strategies for improving oral presentations, Ways of delivering oral message, Strategies for an effective oral delivery,	12	18

<b>III</b>	<b>Interpersonal Communication</b> Interviews – General preparation for an interview, types of interviews, Success in an interview, Meetings – Kinds of meetings, Steps involved in holding effective business meeting, Participant responsibilities during meetings, Preparation of Agenda & Minutes	8	17
<b>IV</b>	<b>Etiquette advantage in Business Communication</b> Introductions, Greetings, Dressing and grooming, Business meals and Table manners, Telephone etiquettes, Email Etiquettes, Social Media Etiquettes	8	17
<b>V</b>	<b>Practical: Application of module 1 to 4 with interactive activities</b> Writing Minutes and agenda of meetings, drafting mails, Grapevine, Telephone conversation & manners, Mock meeting, demonstrating etiquettes, Activities to test listening skills	---	30 marks CEC

#### 4. Teaching Methods:

- Lectures
- Case Discussions and Role Playing
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations

#### 5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

<b>A</b>	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation / Class test / Presentation on specific topic etc.	(Internal Assessment-50 Marks)
<b>B</b>	Mid-Semester examination	(Internal Assessment-30 Marks)
<b>C</b>	End –Semester Examination	(External Assessment-70 Marks)

#### 6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Meenakshi Raman & Prakash Singh	Business Communication	Oxford University Press	Latest Edition
2	Lehman, Dufrene & Sinha	BCOM (Business Communication)	Cengage	Latest Edition

3	Aruna Koneru	Professional Communication	McGraw Hill	Latest Edition
4	m. Monippally	Business Communication Strategies	McGraw Hill	Latest Edition
5	Herta A. Murphy, Herbert W. Hildebrandt & Jane P. Thomas	Effective Business Communication	McGraw Hill	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

#### **7. List of Journals/Periodicals/Magazines/Newspapers, etc.**

1. Bulletin of the Association for Business Communication
2. Business Communication Quarterly
3. Journal of Business Communication
4. Communication World
5. Strategic Communication Management
6. Journal of Business and Technical Communication
7. Journal of Communication Management
8. Journal of Organizational Culture
9. Communication and Conflict
10. Journalism and Mass Communication Quarterly
11. Management Communication Quarterly
12. Strategic Communication Management
13. Technical Communication Quarterly
14. Harvard Business Review
15. Journal of Creative Communications
16. Business India / Business Today / Business World, University News
17. Journal of Business Communication