

Name of Institute: Institute of Management Studies (IMS)

Name of Faculty: Dr Daisy Kurien

Course code: MB0103

Course name: Managerial Communication

Pre-requisites: Graduation

Credit points: 3 Credits

Offered Semester: I

Course Lecturer (weeks 01 – 15)

Full Name: Dr Daisy Kurien

Department with siting location: Management

Telephone:9428412928

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Consultation times:2:00 pm to 4:00 pm

Students will be contacted throughout the Session via Mail with important information relating to this Course.

Course Objectives

- Appraise students about the dynamics of communication in a business environment.
- Equip the students with the ability to write effectively across different formal platforms.
- Enable students to communicate orally in diverse situations.
- Facilitate the students to interpret non-verbal communication and manage it.
- Enhance the skills in view of contemporary communication scenario to fit in the fast developing global arena.

Course Outcomes (CO)

On completion of this course, learners will be able to:

CO1: Understand the scope of communication and learn its importance and implication strategies.

CO 2. Recognize and learn the sub-skills of listening and speaking and be able to deliver effectively in the real time contexts.

CO 3. Imbibe the mechanics of writing and construct effective paragraphs which befit in a longer composition.

CO 4. Use different forms of written communication techniques to make effective internal and external business correspondence.

CO 5. Produce different types of reports with appropriate format, organization and language

CO 6. Develop skills required to prepare for and work in the corporate world.

Program Outcome

PO1: Develop Business Acumen & domain knowledge (With knowledge of management theories & practices)

PO2: Develop Leadership and Team building

PO3: Enhance Critical Thinking, Analysis & Problem Solving

PO4: Build Awareness of Global Business Environment

PO5: Comprehend Legal, Ethical and Social Responsibility

PO6: Develop Communication Skills, Interpersonal and Soft Skills

Course Outline

Module 1

Nature and Scope of Business Communication

- Meaning and Importance of Communication.
- Elements of Communications
- Business Communication Process

- Forms of Communication
- Organisational Communication
- Barriers of Communication & Seven C`s of Communications to overcome barriers.

Module 2

Effective Oral and Non-verbal Communication

Listening Skills - Definition, anatomy of poor listening skills; Strategies to be a good listener

- Reading Skills - Techniques of Reading
- Effective Business Presentations
- Non-verbal Communication

Module 3

Effective Written Communication

- Basic pattern and process of Writing Business Messages
- Format of Letters and Memos
- Types of Messages – Persuasive Messages, Negative Messages and Neutral Messages

Module 4

Applications at Workplace

- Job Application and Resume Writing
- Group Discussion – Protocol & Discussion Techniques
- Interviews - Types of Interviews and Strategies for success in interviews

Module 5

Contemporary Communication Issues

- E-mails writing
- Preparing Business Reports and Proposals
- Communication in the Global context

Method of delivery

Lectures, Role plays, Case studies, Video Cases

Study time

Three hours per week

CO-PO Mapping (PO: Program Outcomes)

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	3	3	2	1	3
CO 2	3	2	2	3	1	3
CO 3	3	2	2	3	1	3
CO 4	3	2	2	3	1	3
CO 5	2	3	3	2	2	3
CO 6	1	3	3	1	1	3

Blooms Taxonomy and Knowledge retention (For reference)

(Blooms taxonomy has been given for reference)

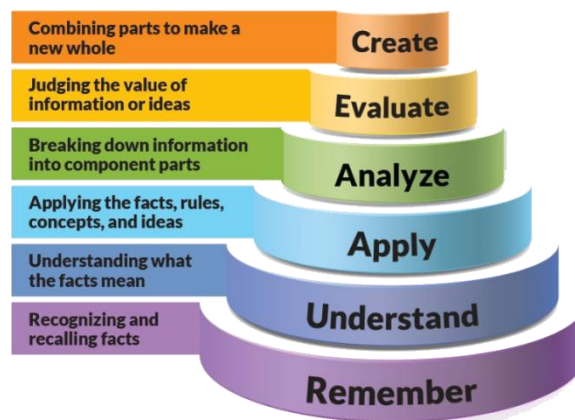


Figure 1: Blooms Taxonomy

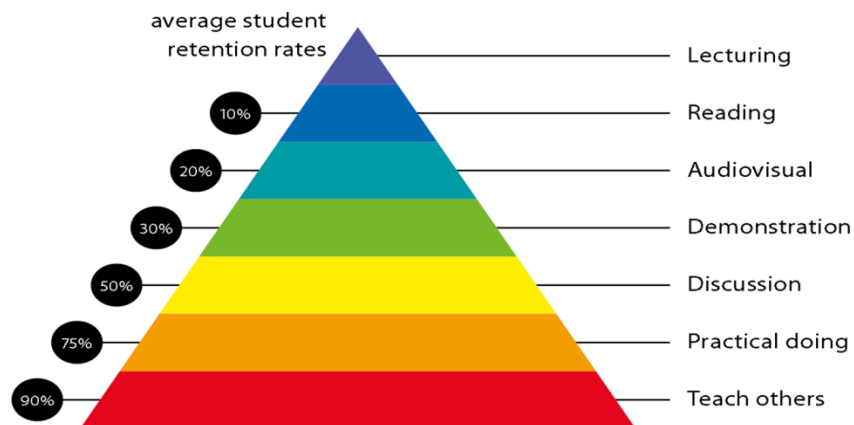


Figure 2: Knowledge retention

Graduate Qualities and Capabilities covered

(Qualities graduates harness crediting this Course)

General Graduate Qualities	Specific Department of Management Graduate Capabilities
Informed Gain an understanding of marketing issues dominating the market in present	1 Market knowledge, & awareness

time which may pose as a threat in marketing but is handled well may lead to better marketer- customer relation.	
Independent learners Locate, evaluate and synthesize complex situations and offer perspectives. Opportunities to acquire these abilities are developed through lectures, and case discussion.	2 Information literacy, gathering & processing
Problem solvers Developing critical thinking skills that are pertinent for problem solving and innovation in today's competitive market. Critically analyze the situation and offer solutions to situations.	4 Problem solving skills
Effective communicators Develop the ability to reflect on issues on hand. Through active participation enhance the skills to communicate verbally and in writing and develop practices expected of today's professionals.	5 Written communication
	6 Oral communication
	7 Teamwork
Responsible Gain a better understanding of sustainable market. Being responsible in dealing and delivering value to all stakeholders	10 Sustainability, societal & environmental impact

Practical work:

Live project/ Assignments

Lecture/tutorial times:

Lecture	Tuesday	9:00 – 10:00 am	Room LH 35
Lecture	Thursday	9:00 – 10:00 a.m	Room LH 35
Lecture	Friday	3:10 – 4:10 p.m	Room LH 35

Attendance Requirements

The University norms states that it is the responsibility of students to attend all lectures, tutorials, seminars and practical work as stipulated in the Course outline. Minimum attendance requirement as per university norms is compulsory for being eligible for mid and end semester examinations.

Details of referencing system to be used in written work

Text books

1. Lesikar, R.V; Flatley, M.E.; R.Kathryn; Pande.N (2009)11th edition. Basic Business Communication Skills: Making connections in the Digital world Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Murphy H. A; Hildebrandt H.W; Thomas J.P (2011) 7th edition. Effective Business Communication Tata McGraw Hill Publishing Company Ltd. New Delhi.
3. Chaturvedi P.D; Chaturvedi M 2nd edition, Business Communication: Concepts, Cases and Applications. Pearson Education

Reference Books:

- Meenakshi Raman & Prakash Singh,(Latest) Business Communication. Oxford University Press
- Mallika Rawal (2012).Business Communication. Cenage Learning
- Meeta Ghosh (2012)Business Communication Skills. Pearson Education · Kaul, Asha Business Communication PHI
- Koneru Aruna Professional Communication Tata McGraw-Hill
- Bowman, J.P. & Branchaw, P.P. (1987). Business Communications: From Process to Product. Dryden Press, Chicago.
- Thill, J. V. & Bovee, G. L. (1993). Excellence in Business Communication. McGraw Hill

Additional Materials

- Newspaper articles
- Video cases on current business issues

ASSESSMENT GUIDELINES

Your final course mark will be calculated from the following:

Assignment 1	5%
Assignment 2	5%
Presentation	5%
Attendance	5 %
Mid semester	40%
Final exam (closed book)	40%

SUPPLEMENTARY ASSESSMENT

Students who receive an overall mark less than 40% in mid semester or end semester will be considered for supplementary assessment in the respective components (i.e mid semester or end semester) of semester concerned. Students must make themselves available during the supplementary examination period to take up the respective components (mid semester or end semester) and need to obtain the required minimum 60% marks to clear the concerned components.

Practical Work Report/Laboratory Report:

A report on the practical work is due the subsequent week after completion of the class by each group.

Late Work

Late assignments will not be accepted without supporting documentation. Late submission of the reports will result in a deduction of 5% of the maximum mark per calendar day

Format

All assignments must be presented in a neat, legible format with all information sources correctly referenced. **Assignment material handed in throughout the session that is not neat and legible will not be marked and will be returned to the student.**

Retention of Written Work

Written assessment work will be retained by the Course coordinator/lecturer for two weeks after marking to be collected by the students.

University and Faculty Policies

Students should make themselves aware of the University and/or Faculty Policies regarding plagiarism, special consideration, supplementary examinations and other educational issues and student matters.

Plagiarism - Plagiarism is not acceptable and may result in the imposition of severe penalties. Plagiarism is the use of another person's work, or idea, as if it is his or her own - if you have any doubts at all on what constitutes plagiarism, please consult your Course coordinator or lecturer. Plagiarism will be penalized severely.

Do not copy the work of other students.

Do not share your work with other students (except where required for a group activity or assessment)

Course schedule(subject to change)

Week #	Topic & contents	CO Addressed	Teaching Learning Activity (TLA)
Weeks 1	Nature and Scope of Business Communication -- Meaning and Importance of Communication	CO1	Lecture, PPT Video,
Weeks 2	Elements of Communications , Business Communication Process , Forms of Communication	CO1	Lecture, Video
Week 3	Organisational Communication , Barriers of Communication & Seven C's of Communications to overcome barriers.	CO1	Lecture
Week 4	Effective Oral and Non-verbal Communication Listening Skills - Definition, anatomy of poor listening skills; Strategies to be a good listener	CO1, CO2	Lecture, Case Discussion
Week 5	Reading Skills - Techniques of Reading	CO1, CO2	Lecture
Week 6	Effective Business Presentations , Non-verbal Communication	CO1, CO2	Lecture, Video
Week 7	Effective Written Communication -- Basic pattern and process of Writing Business Messages	CO3	Lecture
Week 8	Format of Letters and Memos	CO4, CO5	Lecture & video Case Discussion
Week 9	Types of Messages – Persuasive Messages, Negative Messages and Neutral Messages	CO3,CO4	Lecture
Week 10	Applications at Workplace - Job Application and Resume Writing	CO6	Lecture

Week 11	Mid Sem Exam	NA	NA
Week 12	Group Discussion – Protocol & Discussion Techniques	CO6	Lecture , Video Case Discussion
Week 13	Interviews - Types of Interviews and Strategies for success in interviews	CO6	Lecture
Week 14	Contemporary Communication Issues - E-mails writing	CO5, CO6	Lecture and case Discussion
Week 15	Preparing Business Reports and Proposals , Communication in the Global context	CO5	Lecture