

# 17MB113-MANAGERIAL COMMUNICATIONS - I

## **Course Objectives:**

This course is designed to enable students to understand the nature and scope of communication and its implications in the real time business world. Expose to the receptive and productive skills of English language to attain proficiency. Familiarize the basic writing skills which lay a strong foundation for writing business documents.

## **Course Outcomes:**

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

1. Understand the scope of communication and learn its importance and implication strategies.
2. Recognize and learn the sub-skills of listening and speaking and be able to deliver effectively in the real time contexts.
3. Imbibe the mechanics of writing and construct effective paragraphs which befit in a longer composition.
4. Use different forms of written communication techniques to make effective internal and external business correspondence.
5. Produce different types of reports with appropriate format, organization and language.

## **UNIT - I**

**Communication – Nature and Scope:** Communication – Significance – Process – Types – Flow of Communication – Basic Communication Skills – LSRW – Verbal and Non-verbal Communication – Formal Vs Informal Communication – Oral and Written Communication – Barriers to effective communication – organizational communication – Strategic implications of modern communication.

## **UNIT-II**

**Aural and Oral Communication:** Listening – Active and Passive Listening – Barriers to effective listening – Strategies for effective listening – Introduction to presentations – Conversations – Role play – JAM – Debate – Extempore – Individual and Group Presentations – Group Discussions – Procedure – participation – Interviews - Business presentations - Addressing large groups – Public Speaking.

## **UNIT-III**

**Written Communication:** Sentence Structure – Requisites of a good sentence – Writing paragraphs – Principles of writing a good paragraph – Development of paragraphs – Describing people, places, things and processes – Narrating events, incidents – Persuasive communication – Longer composition – Common errors in writing.

## **UNIT-IV**

**Business Correspondence:** Internal Communication – External Communication – Writing a memo – Letter Vs memo – Form and Structure – Circular – Notice – Agenda – Proceedings of meetings – Minutes – Business Letters – Sales Letters – Enquiry – Quotations – Placing orders – Claims – Adjustments – Inviting – Appreciating – Thanking etc. – Writing Emails – Standard Email practices – Email etiquette – Sample Emails.

**Communication Media:** Meaning – Importance – Media for inter personal communication –

Mail, Courier, Telex, Telephone, Fax, e-mail – Mass media – Notice board, Public announcement; Press – Radio – Television – Internet – Media technology.

**UNIT–V: Reports, Proposals and Presentations:** Purpose of writing Reports – Format and Style – Types of reports – Regular reports – Factual reports – Survey reports – Feasibility reports – Business presentations – Format – Key elements for winning business proposals – Business presentations – Planning – Preparing – Organizing – Rehearsing – Improving – Visual aids – Nuances of delivery.

**TEXT BOOKS:**

1. Koneru, A., “Professional Communication”, 2008, Tata McGraw Hill.
2. Bill Mascull, “Business Vocabulary in Use”, 2010, Cambridge University Press.

**REFERENCE BOOKS:**

1. Bovee, C. and Thill, J.V., “Business Communication Today”, 11<sup>th</sup> edition, 2011, Prentice Hall.
2. Francis Soundararaj, “Speaking and Writing for Effective Business Communication”, 2008, Macmillan.
3. RK Madhukar, “Business Communication”, 2010, Vikas Publishing House Pvt. Ltd.
4. Mallika Nawal, “Business Communication”, 2012, Cengage Learning India.
5. Meenakshi Raman & Prakash Singh, “Business Communication”, 2012, OUP.