



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 1<sup>st</sup> Semester

Subject Name: Managerial Communication (MC)

Subject Code: 4519203

With effective  
from academic  
year 2018-19

## 1. Learning Outcome:

Learning Outcome Component	Learning Outcome (Learner will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> <li>• <i>Discuss</i> and <i>debate</i> appropriateness of different business communication tools, along with the necessary protocols to be observed.</li> </ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> <li>• <i>Produce</i> different types of reports with appropriate format, order and language.</li> <li>• <i>Create</i> and explain the rationale for one and two-page resumes.</li> </ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> <li>• <i>Distinguish</i> the different communication styles and habits across cultures.</li> </ul>
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> <li>• <i>Demonstrate</i> inappropriate and socially insensitive communication (written and oral); and <i>recommend</i> best practices for the same.</li> </ul>
Effective Communication (EC)	<ul style="list-style-type: none"> <li>• <i>Evaluate</i> personal communication, verbal and non-verbal, formal and informal, to identify specific areas for improvement.</li> </ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> <li>• <i>Prepare</i> and deliver a speech to address a given audience for a given purpose.</li> <li>• <i>Simulate</i> a business situation and prepare applicable business communications (group activity).</li> </ul>

## LO – PO Mapping: Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation

Sub. Code: 4519203	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: <i>Discuss</i> and <i>debate</i> appropriateness of different business communication tools, along with the necessary protocols to be observed.	3	3	1	2	1	2	2	1	3
LO2: <i>Produce</i> different types of reports with appropriate format, order and language.	3	1	-	2	1	1	1	3	2
LO3: <i>Create</i> and explain the rationale for one and two-page resumes.	1	1	1	2	-	-	-	-	1
LO4: <i>Distinguish</i> the different communication styles and habits across cultures.	3	1	1	1	3	1	-	1	1
LO5: <i>Demonstrate</i> inappropriate and socially insensitive communication (written and oral); and <i>recommend</i> best practices for the same.	1	1	-	2	1	2	3	1	1
LO6: <i>Evaluate</i> personal	2	-	1	3	-	1	-	1	2



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 1<sup>st</sup> Semester

Subject Name: Managerial Communication (MC)

Subject Code: 4519203

With effective  
from academic  
year 2018-19

communication, verbal and non-verbal, formal and informal, to identify specific areas for improvement.									
LO7: <i>Prepare</i> and deliver a speech to address a given audience for a given purpose.	2	-	-	3	-	2	-	1	2
LO8: <i>Simulate</i> a business situation and prepare applicable business communications (group activity).	2	2	1	3	-	3	-	1	1

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

### 3. Course Contents:

Module No:	Contents	No. of Sessions	70 Marks (External Evaluation)
I	<p><b>Effective Communication in business:</b></p> <ul style="list-style-type: none"> <li>• Importance of Communication &amp; Forms of Communication</li> <li>• Communication Network of the Organisation</li> </ul> <p><b>Process of Communication:</b></p> <ul style="list-style-type: none"> <li>• Different Stages</li> <li>• Difference between Oral &amp; Written Communication.</li> </ul> <p>Role of Verbal &amp; Non-verbal Symbols in Communication, Non-verbal communication, Barriers to Effective Communication, Overcoming Communication Barriers, Seven C's of effective Communication, Attributes of Personality Building</p>	10	14
II	<p><b>Strategies For Successful Listening And Speaking Skills</b></p> <p><u>Listening Skills:</u> Definition, Types, Purposes for listening, Anatomy of poor listening, Features of a good Listener.</p> <p><u>Strategies for improving oral presentations:</u> Ways of delivering oral message, Strategies for an effective oral delivery, Types of Managerial Speeches- speech of introduction, speech of thanks, speech for special occasions, Strategies for an effective non-verbal delivery, Strategies for removing stage fright.</p> <p>Video conferencing (Skype / Google Hangout) etiquettes</p>	10	21



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 1<sup>st</sup> Semester

Subject Name: Managerial Communication (MC)

Subject Code: 4519203

With effective  
from academic  
year 2018-19

<b>III</b>	<p><b>Oral Communication:</b></p> <p><i>Fundamentals of Oral Communication:</i> Introduction, Barriers and Gateways in Communication, Listening, Feedback, Telephonic Communication. Public Speaking and Presentation of Reports, PowerPoint Presentation, Body Language, Facial Expressions, Non-verbal Communication, emotional Intelligence, Creativity in Oral Communication, Persuasive Communication. Communication through organizing various events like conferences, committee meetings, press meets, seminars,</p>	10	21
<b>IV</b>	<p><b>Written Business Communication:</b></p> <ul style="list-style-type: none"> <li>• Writing Commercial Letters, Business Letter Format</li> <li>• Types of Letters - Routine Business Letters, Sales Letters, Resume and Job Applications, Business Memos, e-mails, Proposals, Technical Articles</li> <li>• Electronic Mail, Handling a Mail, Maintaining a Diary</li> <li>• Legal Aspects of Business Communication</li> <li>• Negotiation Skills</li> <li>• Different Types of Report Writing</li> <li>• Social Media Etiquettes.</li> </ul>	10	14
<b>V</b>	<p><b>Practical:</b> Project/ presentation on any of the following Circulars, Drafting Notices, Handling Complaints, Evaluating Interview Performance, Articles, Formal Invitations. Proforma for Performance Appraisals, Letters of Appointment, Captions for Advertising, Company Notice related Shares/dividends, MoA, AoA, Annual Reports, Minutes of Meetings, Action taken on Previous Resolution. Use of google groups and google sheet. Preparing job applications.</p>	---	(30 marks CEC)

#### 4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

#### 5. Evaluation:

Students shall be evaluated on the following components:

<b>A</b>	<b>Internal Evaluation</b>	<b>(Internal Assessment- 50 Marks)</b>
	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
<b>B</b>	<b>Mid-Semester examination</b>	<b>(Internal Assessment-30 Marks)</b>
<b>C</b>	<b>End –Semester Examination</b>	<b>(External Assessment-70 Marks)</b>



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 1<sup>st</sup> Semester

Subject Name: Managerial Communication (MC)

Subject Code: 4519203

With effective  
from academic  
year 2018-19

## 6. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Raymond V. Lesikar	Business Communication	McGraw- Hill	11th, Latest Edition
2	Lehman	B. Com (Business Communication)	Cengage	2011, Latest
3	Meenakshi Raman & Prakash Singh	Business Communication	Oxford University Press	Latest Edition
4	Herta A. Murphy, Herbert W. Hildebrandt & Jane P. Thomas	Effective Business Communication	McGraw- Hill	Latest Edition
5	Rajeesh Vishwanathan	Business Communication	Himalaya	2010, Latest
6	Mohan, Krishna and Banerji, Meera	Developing Communication Skills	Macmillian	Latest Edition
7	M. Monipally	Business Communication Strategies	McGraw- Hill	Latest Edition
8	P. D. Chaturvedi and Mukesh Chaturvedi	Business Communication, Concepts, Cases and Applications	Pearson Education	Latest Edition
9	Meenakshi Raman and Sangeeta Sharma	Technical Communication: Principles and Practice	Oxford University Press	Latest Edition
10	Asha Kaul	Business Communication	Prentice Hall of India	Latest Edition
11	Koneru Arun	Professional Communication	Tata McGraw-Hill	Latest Edition
12	Louis E. Boone, David L. Kurtz, & Judy Rachel Block	Contemporary Business Communication	PHI	Latest Edition
13	John V. Thill and C. V. Bovee	Excellence in Business Communication	McGraw Hill	Latest Edition
14	Meenakshi Raman and Prakash Singh	Business Communication	Oxford	Latest Edition
15	A. C. Buddy Krizan, Patricia Merrier, Joyce P. Logan and Karen Schneiter Williams	Effective Business Communication	Thomson	Latest Edition
16	Leena Sen	Communication Skills	Prentice-Hall India	Latest Edition
17	Courtland L Bovee, John V Thill, Mukesh Chaturvedi	Business Communication Today	Pearson Education	Latest Edition



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 1<sup>st</sup> Semester

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

**Subject Code: 4519203**

**With effective  
from academic  
year 2018-19**

**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 / Web resources, 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