

CP- 106 : MANAGERIAL COMMUNICATION

Objectives:

The objective of the course is to make student aware about the communication techniques.

Course Contents

Unit -I

Introduction to managerial communication: Meaning, Importance & objectives - Principles of Communication, forms of communication, Communication Process, Barriers of effective communication, Techniques of effective communication.

Unit -II

Nonverbal communication: Body Language, Gestures, Postures, Facial Expressions, Dress codes. The Cross Cultural Dimensions of Business Communication. Listening & Speaking, Techniques of selecting response, probing questions, Observation. Business and social etiquettes.

Unit -III

Managerial speeches: Principles of Effective Speech & Presentations. Technical & Non-technical presentations. Speech of introduction - speech of thanks - occasional speech - theme speech. Use of audio visual aids. Reports: Types of Business Reports - Format, Choice of vocabulary, coherence and cohesion, paragraph writing, organization reports by individual, Report by committee.

Unit -IV

Interview Techniques: Mastering the art of conducting and giving interviews, Placement interviews - discipline interviews - appraisal interviews - exit interviews. Group communication: Importance, Meetings - group discussions. Videoconferencing.

Unit -V

Introduction to managerial writing: Business letters: Inquiries, Circulars, Quotations, Orders, Acknowledgments Executions, Complaints, Claims & adjustments, Collection letter, Banking correspondence, Agency correspondence, Bad news and persuading letters, Sales letters, Job application letters - Bio-data, Covering Letter, Interview Letters, Letter of Reference. Memos, minutes, Circulars & notices. . Reports: Types of Business Reports - Format, Choice of vocabulary, coherence and cohesion, paragraph writing, organization reports by individual, Report by committee.

Suggested Readings:

1. Lesikar, R.V. & Flatley, M.E. (2005). *Basic Business Communication Skills for Empowering the Internet Generation*. Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Ludlow, R. & Panton, F. (1998). *The Essence of Effective Communications*. Prentice Hall of India Pvt. Ltd.
3. Adair, J. (2003). *Effective Communication*. Pan Mcmillan.

4. Thill, J. V. & Bovee, G. L. (1993). *Excellence in Business Communication*. McGraw Hill, New York.
5. Bowman, J.P. & Branchaw, P.P. (1987). *Business Communications: From Process to Product*. Dryden Press, Chicago.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.