

### **III SEMESTER**

#### **CIE501 : MANAGERIAL COMMUNICATION**

**Objectives:** To enhance the personal and professional effectiveness of the students by exposing them to the art and science of communication and learning.

**Pedagogy:** Lecture cum discussion, Case Study, Group Discussion, Role Play, Management Games, Seminars and Presentations.

**Outcomes:**

- **Enhancing the student's business communication skills, which include presentations, business reports, CVs and applications, memoranda, business claims, business proposals, agenda and minutes of meeting.**

**UNIT I :**Introduction to Communication - Meaning & definition, Role, classification and purpose of communication - Communication process - Characteristics of successful communication - Importance of communication in Management - Communication structure in organization

**UNIT II :**Oral Communication - Meaning & principles of successful oral communication - Barriers to communication - Conversation control - Reflection and Empathy: two sides of effective oral communication - Modes of Oral Communication. - Listening as a Communication Skill - Non verbal communication.

**UNIT III :**Case Analysis and case methods of Learning - Understanding the case method of learning - Different types of cases - Difficulties and overcoming the difficulties of case method - Reading a case properly (Previewing, skimming, reading, scanning) - Case analysis approaches (Systems, Behavioural, Decision, Strategy)

**UNIT IV :**Presentation and Negotiation Skills - Presentation skills – what is a presentation - Elements of presentation - Designing & delivering business presentations - Advanced visual support for managers - Negotiation skills – Nature and need for negotiation - Factors affecting negotiation - Stages of negotiation process - Negotiation strategies

**UNIT V :**Employment Communication - Introduction - Composing application messages - Writing CVs - Group discussions - Interview skills - Impact of technological Advancement on business communication - Technology enabled communication - Communication networks - Intranet – Internet - Emails – SMS – Tele & Video conferencing

**References:**

1. Business Communication : Concepts, Cases And Applications – P D Chaturvedi, Mukesh Chaturvedi Pearson Education, 1/e, 2004
2. Business Communication, Process And Product – Mary Ellen Guffey – Thomson Learning , 3/E, 2002
3. Basic Business Communication – Lesikar, Flatley TMH 10/E, 2005
4. Effective Technical Communication By M Ashraf Rizvi .- TMH, 2005
5. Business Communication Today by Bovee Thill Schatzman – Pearson & Education, 7th Ed, , 2003
6. Contemporary Business Communication - Scot Ober-Biztantra, 5/e
7. Business Communication – Krizan, Merrier, Jones- Thomson Learning, 6/e, 2005