



MANAGERIAL COMMUNICATION

23MBPC516

(COURSE HANDBOOK)

MBA

COURSE FACULTY: Ms Susanna D'Silva & Ms Verina D'Souza

1. GENERAL INFORMATION

Welcome to Managerial Communication!

This course is designed to equip you with the skills and knowledge necessary to excel in professional communication, a cornerstone of effective leadership and management. In today's dynamic and interconnected world, communication is more than just exchanging information—it is about understanding, influencing, and inspiring others. As a manager, your ability to convey ideas clearly, foster collaboration, and resolve conflicts can significantly impact team performance, organizational success, and career growth.

This course introduces the profile of an effective communicator by delving into the nature, principles and process of communication. It emphasises the importance of verbal, non-verbal and writing skills employees must possess to establish productive working relationships with coworkers, supervisors and customers in an organisation. It provides a comprehensive overview of types of listening, oral and written communication and deals with effective communication strategies essential for success in managerial roles. The course gives in-depth knowledge on preparing and delivering persuasive presentations, the role of dynamics of negotiation, and cultivates the professional etiquette in all communication interactions.

This course builds on foundational concepts to prepare you for effective workplace communication by addressing various business scenarios. It will enhance your active listening skills, improve your understanding of nonverbal cues, and refine your conversational abilities. Additionally, the course will develop your professional writing skills, training you to craft clear and concise business documents, including letters, reports, and emails. Through innovative communication tools such as role plays, debates, and case studies, you will learn to choose appropriate language and tone while effectively navigating intercultural situations that require thoughtful communication.

Upon completing the course, you will be well-versed in the various communication channels utilized by organizations and equipped to identify and overcome common barriers to effective communication. You will develop analytical skills to navigate cross-cultural nuances and gain confidence in preparing resumes and interviewing. The course will also enhance your ability to deliver impactful presentations and improve your negotiation skills. By becoming more aware of your speech, you will cultivate a flexible, effective, and efficient communication style.

We look forward to an engaging and productive semester together!

1.1.Course Objectives

- **Core Communication Principles:** Explore fundamental principles of communication, including its process, key elements, and barriers to effective communication.
- **Written Communication Skills:** Develop effective written communication skills, focusing on clarity, conciseness, and professionalism in various business contexts.
- **Experience in drafting proposals:** Learn to draft business proposals that effectively communicate value and meet client needs.
- **Decision making process:** Analyse case studies that highlight complex decision-making processes, emphasizing the role of communication in these scenarios.

1.2.Course Outcomes

- CO1: Summarize the concepts of managerial communication for professional interactions.
- CO2: Apply Communication concepts to work effectively in groups.
- CO3: Develop a superior level of communication skill to become successful managers.
- CO4: Apply principles of effective writing to craft business letters, reports, and proposals.
- CO5: Develop Negotiation skills for conflict resolution.

1.3.Set Text and Suggested Sources

All the below mentioned books are available in the 1st Floor Library.

Key Text Books:

1. Chaturvedi P. D, & Mukesh Chaturvedi, Business Communication: Concepts, Cases and Applications, 4 Edition, Pearson Education, 2020.
2. M K Sehgal, Vandana Khetrapal, Business Communication, 2nd Edition, Excel Books, 2013.

Reference Books:

1. Ober and Newman, Communicating in Business, 8th Edition, Cengage learning, 2018
2. Kelly M, Quintanilla, Shawn T and Wahl, Business and Professional Communication, 3rd Edition, SAGE South Asia Publication Pvt. Ltd., 2017.
3. Ramesh B. Rudani, "Principles of Management", Tata McGraw-Hill, 3rd edition, 2019.
4. Lesikar, Flatley, Rentz & Pande, Business Communication, 12th Edition, TMH, 2014.

1.4.Self-Study Course

This optional course offered by the British Council, "English Pronunciation in a Global World" is designed to enhance pronunciation skills and vocabulary for today's globalized environment. It provides students with valuable skills that complement traditional learning methods and fosters a deeper understanding of English pronunciation rules and their variations. Students will build a strong foundation in grammar while strengthening their grasp of vowels and consonants, ultimately boosting their confidence to engage with diverse cultures.

Note: The link <https://www.futurelearn.com/courses/english-pronunciation> will lead you directly to the courses. Please register using the same links or stay logged in to be able to access the courses.

2. THE COURSE

2.1.Course Description

MANAGERIAL COMMUNICATION			
Semester	I	CIE Marks	50
Course Code	23MBPC516	SEE Marks	50
Teaching Hours/Week (L:T:P)	4:0:0	Exam Hrs	03
Total Hours	52	Credits	04

The Managerial Communication course equips students with essential communication skills for success in today's dynamic business environment. Spanning 13 weeks with 4 lectures per week, this introductory course helps management students explore various modes of communication, including oral, written, and presentation skills necessary in the workplace. Through 52 hours of instruction, students will learn to effectively convey messages, build strong relationships, and navigate diverse communication contexts. This 4-credit course is assessed through Continuous Internal Evaluation (CIE) worth 50 marks and a Semester-End Examination (SEE) worth 50 marks, with a 3-hour exam duration. This structure ultimately helps students to excel in managerial roles and thrive in the competitive professional work culture.

2.2.Initiating Contact with Staff and Other Students

We encourage open communication and welcome your inquiries about the course, whether via email or face-to-face interaction. However, given the large number of students, we ask that you use email and office hours thoughtfully. Before reaching out with administrative questions, please check previous communications or the course handbook. For academic assistance or queries, you may approach the respective faculty during breaks. Scheduling an appointment in advance is recommended unless the matter is urgent. Additionally, engaging in discussions and collaborative learning with your peers will enhance your understanding of the course material and contribute to a supportive academic community.

2.3.Resources

In addition to the college library, the provision of a modern learning environment allows students access a wide range of resources through the college website, including the VTU Consortium, e-learning platforms, and additional sources such as open-access repositories and government portals like NPTEL and NDLI. These digital tools offer access to e-books, research papers, video lectures, and interactive tutorials, creating flexible and comprehensive learning environments.

E-learning and digital library can be accessed via the college website <https://mite.ac.in/> (Campus Life section > Library > VTU Consortium/e-learning platforms/additional sources).

2.4.Staff

Course Faculty: Ms Verina D'Souza
Cabin: 3rd floor, PG Block
Email: verina@mite.ac.in

Course Faculty: Ms Susanna Zeena D'Silva
Cabin: 3rd floor, PG Block
Email: susanna@mite.ac.in

2.5.Topics and Reading materials for each module

<u>Module 1</u>	<i>No. of Hours: 10</i>
Topic: Introduction	
<ul style="list-style-type: none">Includes understanding the Meaning, Classification, Communication Process, 7C's of communication, Communication structure in organization, Communication in a cross-cultural setting, Barriers in communication.	
Activities:	
<ul style="list-style-type: none">Students are required to identify organisational problems that have been caused to communication gaps. The student is expected to identify each barrier of communication and find a solution.	
Essential Reading	
<ul style="list-style-type: none">Chaturvedi P. D, & Mukesh Chaturvedi, Business Communication: Concepts, Cases and Applications, 4 Edition, Pearson Education, 2020-(Chapter 1,2 and 3)	
Additional Reading:	
<ul style="list-style-type: none">Ober and Newman, Communicating in Business, 8th Edition, Cengage learning, 2018,(Chapter 1)	
<u>Module 2</u>	<i>No. of Hours: 10</i>
Topic: Oral Communication	
<ul style="list-style-type: none">Meaning, Principles of successful oral communication, Conversation control, Reflection and Empathy: two sides of effective oral communication. Modes of Oral CommunicationListening as a Communication Skill: Approaches to listening, Process of listening, Nonverbal communication: Meaning, classification.	
Activities:	
<ul style="list-style-type: none">Students will be given role plays related to organisational challenges to understand the importance communication plays in corporate world	
Essential Reading	
<ul style="list-style-type: none">M K Sehgal, Vandana Khetrapal, Business Communication, 2nd Edition, Excel Books, 2013,(Chapter 3, 4, 6,9 and 10)	

Additional Reading:

- BCOM A South-Asian Perspective Lehman, Dufrene, Sinha Cengage Learning 2nd Edition, 2012, (Chapter 2)

Module 3*No. of Hours: 10***Topic: Written Communication**

- Clarity in writing, Principles of effective writing, Approaching the writing process systematically: The 3X3 writing process for business communication Pre writing, Writing, Revising.
- Types of Written Communication in Business: Business Letters: Introduction To Business Letters, Types of Business Letters, Writing Routine And Persuasive Letters, Positive And Negative Messages Writing, Employee Reviews, Recommendation Letters, Thank You Letters. How to write an email.

- **Activities:**

Letter Writing for various business contexts

Essential Reading:

- Chaturvedi P. D, & Mukesh Chaturvedi, Business Communication: Concepts, Cases and Applications, 4 Edition, Pearson Education, 2020-(Chapter 4 and 5)

Additional Reading:

- Kelly M, Quintanilla, Shawn T and Wahl, Business and Professional Communication, 3rd Edition, SAGE South Asia Publication Pvt. Ltd., 2017 (Chapter 2,5,6,7,8 and 9)

Module 4*No. of Hours: 10***Topic: Employment Communication.**

- Employment Communication: Introduction, Writing CVs, Group discussion, Interview skills.

Activities:

- Group Discussion

Essential Reading:

- M K Sehgal, Vandana Khetrapal, Business Communication, 2nd Edition, Excel Books, 2013,(Chapter 15,21, 22 and 23)

Additional Reading:

- Lesikar, Flatley, Rentz & Pande, Business Communication, 12th Edition, TMH, 2014, (Chapter 5)

Module 5

No. of Hours: 12

Topic: Presentation and Negotiation Skills

- Presentation: What is a presentation, Elements of presentation, Designing & Delivering Business Presentations, Advanced Visual Support for Managers, Negotiation skills: Definition of negotiation, Nature and need for negotiation, Factors affecting negotiation, Stages of negotiation process, Negotiation strategies, Etiquette in Managerial Communication: Meaning, types and advantages of Etiquette.

Activities:

- Students are divided into groups and assigned a specific country to research, focusing on various cultural elements that influence behaviour and its business practices.

Essential Reading:

- Chaturvedi P. D, & Mukesh Chaturvedi, Business Communication: Concepts, Cases and Applications, 4 Edition, Pearson Education, 2020 (Chapter 9,10,12 and 13.)

Additional Reading:

- BCOM A South-Asian Perspective Lehman, Dufrene, Sinha Cengage Learning 2nd Edition, 2012, (Chapter 13,14,15 and 16)

3. ASSESSMENT

The assessment for the Managerial Communication module is divided into two components: Continuous Internal Evaluation (CIE) and Semester End Examination (SEE), each accounting for 50% of the total marks.

The Continuous Internal Evaluation (CIE) consists of two internal tests scheduled for the 8th and 14th weeks, contributing a total of 30% to the overall marks. The remaining 20% of the marks (i.e. 40% of CIE) are allocated for other assessments, including assignments and activities. Students are expected to adhere to deadlines and submit assignments punctually, as active participation is a key criterion for the activity segment.

Semester End Examination (SEE) constitutes the remaining 50% of the total marks. Key information regarding examination dates and related details can be accessed via the college website (Academics and Courses section > Calendar of Events > PG Odd Sem).

Rubrics for Other Assessment (Total: 20 Marks / 40% of CIE)

Rubrics for Other Assessments		
	Total Marks allotted	Criteria
Assignment 1-Identifying the Barriers to Communication	10	<ul style="list-style-type: none">○ Presentation skills○ Communication skills○ Application and Reasoning○ Creativity
Presentation- Cultural behaviour and Business Practices of a country	10	<ul style="list-style-type: none">○ Presentation of Content○ Grammar○ Adherence to rules of writing○ Tone of writing