

Name of College: S. R. Luthra Institute of Management								
<b>Faculty</b>	Management			<b>Program</b>	Master of Business Administration (M.B.A.)			
<b>Year</b>	I			<b>Version</b>	1.0			
<b>Semester</b>	1			<b>Effective From</b>	June 2023			
<b>Course Code</b>	MGMB19105	<b>Course Name</b>	Managerial Communications (MC)					
<b>Teaching Scheme</b>				<b>Examination Scheme</b>				
<b>Credits</b>	<b>Lecture (L)</b>	<b>Tutorial (T)</b>	<b>Practical (P)</b>	<b>ME</b>	<b>CE</b>	<b>SE</b>	<b>V</b>	<b>Total</b>
4	4	0	0	30	40	50	---	120

**Course Outcomes:**

<b>CO1</b>	Explain the role of different communication tools / theories in the organizational and global context.
<b>CO2</b>	Design an appropriate communication tool – business letters and reports, resume / CV for a given context.
<b>CO3</b>	Apply the appropriate communication skills - personal communication, verbal and non-verbal, formal and informal in different business scenarios.
<b>CO4</b>	Determine appropriate use of different communication channels for collaborating in teams.
<b>CO5</b>	Evaluate the significance and application of ethical, social and cultural considerations for effective communication.

**Mapping Course Outcomes to Program Outcomes:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO1</b>	3	2	1	3	2	1
<b>CO2</b>	3	2	1	2	2	2
<b>CO3</b>	3	3	3	3	2	2
<b>CO4</b>	2	2	3	1	3	2
<b>CO5</b>	1	2	3	3	3	2



Sr. No	Module	Description	CO	Marks	Hours
1	I	<b>Communication in organization:</b> <ul style="list-style-type: none"> <li>• Importance of Communication</li> <li>• Types of Communication</li> <li>• Communication Process</li> <li>• 7 Cs of Communication</li> <li>• Types of Nonverbal Communication</li> <li>• Organisational Communication networks</li> <li>• Barriers to effective communication</li> <li>• Ethics in communication</li> <li>• Legal Aspects of Business Communication</li> <li>• Strategies of improving organizational</li> </ul>	1,3,5	15	12
2	II	<b>Listening and Speaking Skills:</b> <ul style="list-style-type: none"> <li>• Listening – Active and Passive</li> <li>• Strategies for effective listening</li> <li>• Barriers to effective listening</li> <li>• Importance &amp; types of oral communication</li> <li>• Public speaking and effective business presentation</li> <li>• Different types of speeches</li> <li>• Role of nonverbal communication in oral delivery</li> </ul>	3,4,5	10	10
3	III	<b>Written Communication skills:</b> <ul style="list-style-type: none"> <li>• Business Letter writing and types</li> <li>• Email writing</li> <li>• Resumes and Cover letters</li> <li>• Business proposals</li> <li>• Report writing</li> <li>• Minutes of Meeting</li> <li>• Notices and Memos</li> </ul>	2,3	15	10
4	IV	<b>Interpersonal &amp; Cross-cultural Communication skills:</b> <ul style="list-style-type: none"> <li>• Interpersonal communication - stages and styles</li> <li>• Communication in teams</li> <li>• Negotiation skills</li> <li>• Social media communication</li> <li>• Different communication styles in cross cultural communication</li> <li>• Cultural variables and communication sensitivity</li> <li>• Cross cultural communication strategies</li> </ul>	1,3,4,5	10	08

REFERENCE

1.	Raman, M., & Singh, P. (2012). <i>Business communication</i> . Oxford University Press.
2.	Raymond V. L., Marle E.F., Kathryn R., Paula L., & Neerja P. (2017). <i>Business Communication: Connecting in a Digital World</i> . The McGraw Hill Education.
3.	Carol L.M., Debbie D., DuFrene., & Mala S. (2016). <i>The South Asian Perspective on Business Communication</i> . Cengage Learning.



4.	Herta A. M., Herbert W. H., & Jane P. T. (2017). <i>Effective Business Communication</i> . The McGraw Hill Education.
5.	Bulletin of the Association for Business Communication
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7.	Harvard Business Review Drucker, P., & Orbegozo, G. (1988). <i>Harvard business review</i> . The New Coming of the New Organization.
8.	Economic Times / Times of India / Business India / Business Today
9.	<a href="http://www.mindtools.com">www.mindtools.com</a>
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