**MBA208: ANALYTICAL ABILITY AND PROFESSIONAL COMMUNICATION**

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| **Teaching Scheme**  **Lecture: 3** | **Examination Scheme** |
| Credits: 2 | End Semester Exam – 50 Marks |

***Course Objectives:***

*The Professional communication course and Aptitude has been designed for the students with following objectives:*

* *To Learn and practice principles essential for good oral and written communication*
* *To Speak, write, and listen with increased confidence and competence*
* *Develop teamwork skills and specific strategies to work effectively in teams*
* *To Plan and conduct information-gathering interviews*
* *To Research, organize, and deliver professional oral presentations*
* *To teach aptitude required for placement.*

**Hours: 30**

**UNIT I (5 Hrs.): Understanding the Professional Communication in global Scenario**

* + Communication Challenges in a Diverse, Global Marketplace
  + Collaborations, Interpersonal Communication and Business Etiquettes. Self-Awareness and Personal Effectiveness, Self-Introduction.
* Developing Positive Attitude, Ethics and Moral values, Completing Personality Tests
* Writing Professional Messages, Messages That Request or Persuade
* Formatting Professional Messages, Formatting Letters, Formatting Memos and E-mails
* Writing for Specialized Purposes, Writing Technical Documents, Writing for Social Media, Writing Reports
* Document Design, Crafting brief Business Messages

**UNIT II (10 Hrs) : Simplification , Series , Equations:** Short cuts to improve calculation that includes (multiplication , squares , cubes , etc.), Different concepts of sequence and series , Linear Equations and Quadratic Equations , etc.

**Comparison of Quantities (Q1 & Q2) using Arithmetic:** Percentage , Profit & Loss , Simple & Compound Interest , Ratio , Average , etc.

**Data Analysis (Caselets) and Data Sufficiency:** Venn Diagrams , Ratio , Percentage , Average and usage of other Arithmetical chapters.

**UNIT III (15 Hrs) : Problem Solving / Puzzle-Solving:** Different kinds of Arrangements (Circular or Square or Rectangular Table , Distributions , Quantitative Reasoning.

**Data Interpretation:** Data Interpretation is the process of making sense out of a collection of data that has been processed. This collection may be present in various forms like : (Pie Chart , Bar Graph , Line Graph or some tabular form or any other similar form and hence needs an interpretation of some kind).

***Course Outcomes:*** *Upon the successful completion of this course, the student will be able to:*

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|  | ***COURSE OUTCOMES DESCRIPTION*** |
| ***CO1*** | *Able to understand importance of communication in the workplace* |
| ***CO2*** | *Able to analyze factors that contribute to failure or success in professional writing;* |
| ***CO3*** | *Able to demonstrate the ability to write for different business audiences;.* |
| ***CO4*** | *Ability to demonstrate the ability to support messages and arguments with relevant research sources;* |
| ***CO5*** | *Ability to assess the potential effects of organisational‐level factors (such as structure, culture and change) on organisational behaviour.* |
| ***CO6*** | *Critically evaluate the potential effects of important developments in the external environment (such as globalisation and advances in technology) on organisational behaviour.* |

**Reference Books:**

1. How to Crack Test of Reasoning - Jaikishan and Premkishan (Arihant Publications)
2. How to prepare Quantitative Aptitude - Arun Sharma (Mcgraw Hills Publication)