MBA106: MANAGERIAL COMMUNICATION SKILLS

Teaching Scheme	Examination Scheme
Lecture: 2 Hrs/Week Credits: 2	End Semester Exam – 50 Marks

Course Objectives:

1. *To understand business communication and principles for effective communication in domestic and international business.*
2. *To understand and apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self-expressive, in written, visual, and oral communication.*
3. *To understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.*

Hours:20

Unit-I (10 Hrs): BASIC Conversation in English

BASIC Conversation in English- Greetings, Introducing Oneself, Invitation, Making Request, Expressing Gratitude, Complimenting and Congratulating, Expressing Sympathy, Apologizing, Asking for Information, Seeking Permission, Complaining and Expressing Regret, Role plays on real life situations.

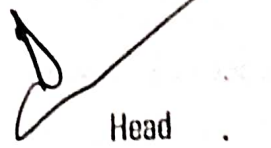## Unit-II (10 Hrs): Comprehensive reading and Writing

Comprehensive reading and Writing – Purpose of writing – clarity in writing – principles of effective writing – approaching the writing process systematically: The 3X3 writing process for business communication: coherence – electronic writing process, Reading-Prescribe Text.

Text and Reference Books

1. Bovee & Thill – Business Communication Essentials A Skill – Based Approach to Vital, Business English, Pearson Education.
2. Bisen & Priya – Business Communication, New Age International Publication.
3. Kalkar, Suryavanshi, Sengupta-Business Communication, Orient Blackswan.
4. P D Chaturvedi, Mukesh Chaturvedi - Business Communication : Skill, Concepts And Applications, Pearson Education.
5. Asha Kaul, Business Communication, Prentice Hall of India. Short Stories- O Henry

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