

MBA152: MANAGERIAL COMMUNICATION LAB

Teaching Scheme Lecture: 3 Hrs/Week Credits: 2	Examination Scheme End Semester Practical Exam – 50 Marks
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1. To develop the proficiency in Language through reading, writing, listening and speaking
2. To develop the ability to communicate via electronic mail and other technologies for business messages.

Hours:30

UNIT I(10 Hrs): Presentation skills: Presentation skills – What is a presentation – elements of presentation – designing a presentation. Advanced visual support for business presentation types of visual aid.

Business letters and reports: Writing routine and persuasive letters – positive and negative messages, Writing memos. Reports – what is a report purpose, kinds and objectives of report writing.


UNIT II(10 Hrs): Group communication: Group communication – Meetings – Planning - objectives – participants – timing – venue of meetings – leading meetings. Media management – the press release, press conference, Seminars – workshop – conferences.

UNIT III(10 Hrs): Business Communication: Business Communication -Workshops and Communication Lab – Email Etiquette, SMS, Media Interview, Report Writing, Team Communication, Business Etiquette, Meeting Management, Public Speaking, Video Conferencing, Business Writing Course, Creative Problem Solving, Negotiation Training, Body Language Training, CV Preparation.

COURSE OUTCOMES DESCRIPTION	
CO1	Able to understand fundamentals of business communication strategies.
CO2	Analyse basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.
CO3	Able to develop the proficiency in Language through reading, writing, listening and speaking.
CO4	Ability to communicate via electronic mail and other technologies for business messages.
CO5	Able to apply business communication strategies and principles to prepare effective communication for domestic and international business.
CO6	Ability to apply the knowledge of subject practically in real life situations


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