

MBA208: ANALYTICAL ABILITY AND PROFESSIONAL COMMUNICATION

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

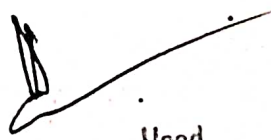
Data Analysis (Caselets) and Data Sufficiency: Venn-Diagrams , Ratio , Percentage , Average and usage of other Arithmetical chapters.

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).


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