

**MBA252: WRITTEN ANALYSIS AND COMMUNICATION LAB**

<p><b>Teaching Scheme</b> Lectures: 3 hrs./Week</p> <p>Credits: 2</p>	<p><b>Examination Scheme</b> Class Test – 6 Marks Teachers Assessment – 3 Marks Attendance – 6 Marks End Semester Exam – 35 Marks</p>
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**Hours: 30**

**Listening, Reading, Speaking and Writing**

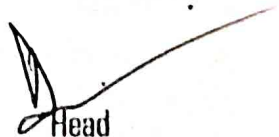
- Listening and Reading, Listening with a Purpose, Listening Is a Skill, Active Listeners
- Reading with a Purpose, Reading Skills, Reading Techniques, Effective Reading, Speaking in the Workplace, exercises Speaking and Presenting
- Informal and Formal Presentations, Formal Presentations, Developing a Slide Presentation, Preparing and Evaluating the Presentation
- Interviewing Principles and Skills, Interviewing Types, Understanding the Interview Process, Preparing for a Job Interview
- Group Discussion
- Mock Interviews Sessions

**EVALUATION RUBRIC FOR COMMUNICATION**


	<b>LEVEL 4</b>	<b>LEVEL 3</b>	<b>LEVEL 2</b>	<b>LEVEL 1</b>
<b>Delivery and Enthusiasm</b>	Very clear and concise flow of ideas.  Demonstrates passionate interest in the topic and engagement with the class.	Clear flow of ideas  Demonstrates interest in topic and engagement with the class.	Most ideas flow but focus is lost at times  Limited evidence of interest in and engagement with the topic	Hard to follow the flow of ideas.  Lack of enthusiasm and interest.
<b>Visuals</b>	Visuals augmented and extended comprehension of the issues in unique ways	Use of visuals related to the material	Limited use of visuals loosely related to the material	No use of visuals.


  
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<b>Involvement of the class:</b> -Questions -Generating discussion -Activities	Excellent and salient discussion points that elucidated material to develop deep understanding  Appropriate and imaginative activities used to extend understanding in a creative manner	Questions and discussion addressed important information that developed understanding  Appropriate activities used to clarify understanding	Questions and discussion addressed surface features of the topic  Limited use of activities to clarify understanding	Little or no attempt to engage the class in learning
<b>Response to Class Queries</b>	Excellent response to student comments and discussion with appropriate content supported by theory/research	Good response to class questions and discussion with some connection made to theory/research	Satisfactory response to class questions and discussion with limited reference to theory and research	Limited response to questions and discussion with no reference to theory/research

  
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