

CORE COURSE - II : MANAGERIAL COMMUNICATION

UNIT – I

Communication – Meaning and Significance for Management – Types of Communication – Media – Barriers to Communication – Principles of Effective Communication.

UNIT – II

Correspondence – Norms for Business Letters – Letter for different kinds of situations – Personalized stand letters, enquiries, customers' complaints, collection letters – Sales promotion letters.

UNIT – III

Report Writing – Structure of Reports – Long & Short Reports – Formal & Informal Reports – Writing Research Reports, Technical Reports – Norms for including Exhibits & Appendices.

UNIT – IV

Non – verbal Communication – Personal Appearance Posture – Body Language – Use of Charts, Diagrams & Tables – Visual & Audio Visual Aids for Communication – Dyadic Communication: Face to Face Communication – Telephonic Conversation.

UNIT – V

Conducting Meetings: Procedure – Preparing Agenda, Minutes and Resolutions
Conducting Seminars & Conferences: Procedure of Regulating Speech
Evaluating Oral Presentation – Group Discussion: Drafting Specie – Negotiation Skills.

Reference Books:

1. WOOLCOTT & UNWIN – Mastering Business Communication
2. RAISHER: Business Communication – ATTBS.
3. KRISHNAMOHAN & MEERA BANNERJEE – Developing Communication Skills, McMillan.
4. ANDERSON & OTHERS: Assessment & Thesis Writing.