

**CORE COURSE XII - MANAGERIAL COMMUNICATION, PUBLIC RELATION  
AND COUNSELLING**

**Objectives:** The topic is intended to provide knowledge and skills about various communication proceedings involved in the management process and also to acquaint them the need of effective public relations & counselling.

**Contents:-**

**Unit-1**

Communication in Management Process – meaning & importance – Formal & Informal Communication – methods – Barriers of communication

**Unit-2**

Business communication - meaning & significance - types. Business correspondence - drafting of business letters - reports - circulars - press releases – press conferences.

**Unit-3**

Meeting documentation - notice of the meeting - agenda - writing minutes - minute book - writing meeting reports – Writing annual reports.

**Unit-4**

Public relations - scope - tools - public relation as a catalyst for change. public relations - with individual - group organisation - press - government departments. Press language - news - new writing - publicity - media planning.

**Unit-5**

Counselling – Definition – scope – importance – types – techniques of effective counselling – Self environment in an organization – Relationships – interpersonal effectiveness – dimensions of effectiveness.

**References:**

Dalmer Fisher: Communication in Organisation's., Jaico Publishing Co., Bombay.

Balan K.R. Prof: Corporate Public Relations., Sterling Publishers Pvt. Ltd .,N. Delhi.

Krishna Mohan & Meera Banerji: developing Business Communication., McMillian Education Ltd.,

Raymond V Lesikar John., D Pettit Jr. & Lakshman C Arya: Business communication., All India Traveler Book Seller., New Delhi.

Margues & Raja : Organizational Development, Prentice Hall.

Edger Schein & Warren Benis : Personal & Organizationa change through Group methods, Tata Mc Graw Hill.