

Effective and Management Communication
Sem I

I> Course Content:

Semester	I - Elective
Subject	Effective and Management Communication
Course Code	MMSMC 301 (RGCMS)
Credits	4
Duration	40

Learning Objective:

In all social behaviour, communication is essential in building and maintaining human relationships.

In business, communication is essential for the smooth and efficient conduct of day-to-day transactions/activities.

In recent years, the importance of communication has greatly increased as a result of the growing complexity of businesses, as also the impact of rapid industrialization, globalization and the advent of modern technologies.

English being globally the language of Management, those with good communication skills in English enjoy a distinct advantage in their work and careers.

Module

Sr. No.	Content	Activity	Course Outcome
1.	Introduction and Theory of Communication: nature, function & scope; The 7 Cs of communication.	2 sessions (3 hrs)	MMSMC 301.1
2.	The communication Process: classification, components and models of communication; Problems in communication (Filters)	2 sessions (3 hrs)	MMSMC 301.1
3.	Channels of communication: Formal v/s Informal, Upward, Downward, Horizontal, Grapevine; Barriers to communication	2 sessions (3 hrs)	MMSMC 301.1
4.	Verbal and Non-verbal communication: Listening, Kinesics, Paralanguage, Proxemics	2 sessions (3 hrs)	MMSMC 301.2
5.	Essentials of effective verbal communication: Voice modulation, Tone, Pitch, Knowledge, and self confidence	2 sessions (3 hrs)	MMSMC 301.4
6.	Meetings: Types; purpose. Group Discussions: Do's and Don'ts; Committees: Types, Advantages and disadvantages, effectiveness.	2 sessions (3 hrs)	MMSMC 301.2
7.	Public Speaking: Preparation, Attire, Posture and Delivery techniques	2 sessions (3 hrs)	MMSMC 301.4
8.	Written communication: Business letters, Types, Essentials, Format, common errors. e-mail: format,	2 sessions (3 hrs)	MMSMC 301.5

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	language and courtesy, common errors.		
9.	Report Writing: Types of Reports, requirements, format	2 sessions (3 hrs)	MMSMC 301.5
10.	Communication and Culture: Intercultural sensitivities, Business etiquette when dealing with people from different nationalities	4 sessions (6 hrs)	MMSMC 301.3
11.	Impact of modern Technology on Business Communication: the paperless office, use of modern devices	2 sessions (3 hrs)	MMSMC 301.5
12.	Cases, sample communications and exercises, audio-visual presentations	2 sessions (3 hrs)	All CO's

II> Course Outcomes

<u>Course Code</u>	<u>Course Outcomes</u> Students will be able to..	<u>Cognition</u>
MMSMC 301.1	CO1: Understand the functions, nature, process, importance and scope of communication	Understand
MMSMC 301.2	CO2: Evaluate verbal, nonverbal, upward, downward, horizontal, grapevine communication	Evaluate
MMSMC 301.3	CO3: Analyse impact of culture on business etiquette keeping in mind intercultural sensitivities	Analyse
MMSMC 301.4	CO4: Apply public speaking skills which includes attire, posture, and delivery techniques	Apply
MMSMC 301.5	CO5: Understand types & format of reports, business letters, impact of technology on communication	Understand

Textbooks

Sr. No.	Books
1.	W. H Shaw, Business Ethics
2.	Satheesh Kumar, Corporate Governance
3.	Hosmer and Richard, The Ethics of Management

Reference Books

Sr. No.	Books
1.	S. A. Sherlekar, Ethics in Management, Himalaya Publishing House
2.	Chandrashekhar, Ethics
3.	Chakraborty, Business Ethics