



PAPER- 106 MANAGERIAL COMMUNICATION

Objectives: To enable students to critically examine ethical dilemmas and to understand the importance of governance mechanisms in a globalized economy.

Contents:

UNIT - I

Introduction: Importance of Communication, Forms of Communication, Communication Network of the Organization, Process of Communication: Different Stages, Difference between Oral and Written Communication.

UNIT - II

Business Communication; Written Commercial Letters: Business Letter Format, Types of Letter- Routine Business Letters, Sales Letters, Resume and Job Applications, Business Memos, E-Mail Messages, Proposals, Technical Articles, Telegrams, Telex Message, Facsimiles, E-Mail and E-mail Handling.

UNIT - III

Oral Communication: Fundamentals of Oral Communication: Barriers and Gateways in Communication, Listening, Feedback, Telephonic Message, Public Speaking and Presentation of Reports, Power point Presentations, Body Language, Non- Verbal, facial Expressions, Communications and emotional intelligence, creativity in oral Communication, Persuasive Communication, Group Discussion: What is observed in GD? Critical success factors and overcoming mistakes.

UNIT - IV

Report Writing and Routine Correspondence: Writing an Effective Report: Stages of Writing, Numbering and use of Visual Aids, Creativity in written communication, use of picture, Diagram in Written Communication. Circulars, Drafting notices, Handling complaints, Performa for performance Appraisal, Letter of Appointment, Annual Reports, Minutes of Meetings.

UNIT - V

Business Etiquettes and Executives Manners: Etiquette in Office, Meeting, Seminars and Conferences. How to Dress Up according to Occasion? Dress Code, Table Manners, Dining etiquettes, Elevator and Electronic Etiquettes.