

CLASS	Subject Name	L	T	P	Credit
MBA II SEMESTER (SESSION2024-25)	COMMUNICATION FOR BUSINESS - 24CSS050 T	1	1	0	2

COURSE OBJECTIVES:

1. To develop communication standards for becoming professional.
2. To develop and manage organizational communication.
3. To be able to influence through communication styles.
4. To imbibe professional writing skills.

COURSE OUTCOMES:

After completion of this, the students will be able to:

CO1: Understand the importance of communication for developing professional attitude.

CO2: Apply communication models for inter-personal communication.

CO3: Apply communication styles for managing motivation in an organization.

ARTICULATION MATRIX

CO/PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	-	3	-	-	-	2	-	-	1	-	-	-	-
CO2	-	3	-	-	-	-	-	-	1	2	-	-	1
CO3	-	3	1	-	-	2	-	-		1	-		-
CO4	-	3	-	-	-	2	1	-	1	-	-	-	-

High-3 Medium-2 Low-1

UNIT – I: Role of Communication in Business

6 Hours

Objective of communication – the process of human communication – media of communication, written communication – oral communication – visual communication, audio visual communication – silence - developing listening skills – improving non-verbal communication kills – understanding cultural effects of communication.

UNIT – II: Managing Organization Communication

6 Hours

Formal and informal communication intra and personal communication – models for inter personal communication – exchange theory, Johari Window and transactional analysis.

UNIT – III: Managing Motivation

8 Hours

Managing motivation to influence interpersonal communication – inter-personal perception – role of emotion in inter personal communication- communication styles – barriers of communication –gateways to effective interpersonal communication.

UNIT -IV: Written communication

10 Hours

Writing job applications – cover letter – resume – emails – letters, writing for digital platforms, writing for publications, digital storytelling

Activities for Unit-IV:

- 1) Preparation of an effective resume and cover letter
- 2) Blogs, newsletters, and social media posts.
- 3) Writing articles for publications
- 4) Engaging audiences through compelling digital narratives

Total- 30 Hours

TEXT BOOKS

1. K Bhardwaj, Professional Communication, IK Int Pub House, New Delhi
2. Krizan, Merrier, Logan and Williams, Effective Business Communications, Cengage, New Delhi
3. HC Gupta, SG Telang, Business Communication, Wisdom, Delhi

REFERENCE

1. Penrose, Business Communication for Managers, Cengage, New Delhi
2. McGrath, Basic Managerial Skills for All 5th ed., Prentice Hall of India.
3. Urmila Rai & S.M. Rai, Business Communication, Himalya Publishers,
4. Meenalshi Raman—Business Communication Oxford University Press.
5. Lesikar I Flatley, Basic Business Communication, Tata McGraw Hill.

CLASS	Subject Name	L	T	P	Credit
MBA II SEMESTER (SESSION2024-25)	COMMUNICATION FOR BUSINESS PRACTICAL - 24CSS050 P	0	0	2	1

Course Objectives:

1. To develop listening skills among students.
2. To develop perfect body language and attitude for corporate.
3. To develop presentation skills.

Course Outcome:

After completion of this, the students will be able to:

- CO1: Apply listening and speaking skills for developing professionalism.
 CO2: Apply non-verbal techniques for presenting oneself to an interviewer.
 CO3: Create effective and appealing presentations.

ARTICULATION MATRIX

CO/PO/PS	PO	PO	PO	PO	PO	PO	PO	PO	PO	PO1	PSO	PSO	PSO
O	1	2	3	4	5	6	7	8	9	0	1	2	3
CO1	-	3	-	2	-	-	-	1	-	-	-	-	1
CO2	-	3	-	-	-	1	-	-	-	2	-	-	-
CO3	-	3	-	-	-	-	2	-	1	1	-	-	-

High-3 Medium-2 Low-1

Unit I: Listening and speaking skills

10 Hours

Conversational skills (formal and informal) – group discussion, listening to lectures, discussions, talk shows, news programmes, dialogues from TV/radio/Ted talk/Podcast – watching videos on interesting events on YouTube. (Presenting before the class).

Activities for Unit-1:

- 1) Dos and don'ts of group discussions.
- 2) Tell me about yourself.
- 3) Self SWOT analysis

4) News Presentation- Current affairs.

Unit II: Non-verbal communication and Body Language

10 Hours

Understanding body language aspects and presenting oneself to an interviewer, understanding global communication

Activities for Unit-II:

- 1) Maintaining body language for interviews.
- 2) Presenting oneself to an interviewer.
- 3) Importance of kinesics in an interview.
- 4) Role plays on cross cultural communication (language, tone, and etiquette in different cultures).

Unit III: Presentation skills:

10 Hours

Designing presentations and enhancing effective presentation skills.

Activities for Unit-IV:

- 1) Prepare a power point presentation on presentation skills.
- 2) How to make an effective presentation.
- 3) Prepare and present a PPT on any topic given by the examiner.

Total 30 Hours

TEXT BOOKS

1. Mallika Nawal: —Business Communication, Cengage Learning, New Delhi, 2012.
2. Edwin A. Gerloff, Jerry C. Wofford, Robert Cummins Organizational Communication: The key stone to managerial effectiveness.
3. Meenakshi Rama: —Business Communication, Oxford University Press, New Delhi
4. C.S.G. Krishnamacharyulu and Dr. Lalitha Ramakrishnan, Business Communication, Himalaya Publishing House, Mumbai
5. Paul Turner: —Organizational Communication, JAICO Publishing House, New Delhi.

REFERENCES

1. SathyaSwaroopDebasish, Bhagaban Dasl —Business Communicationl, PHIPrivate Limited, New Delhi, 2009.
2. R.K.Madhukar: —Business Communicationl, Vikas Publishing House, New Delhi, 2012.
3. Kelly M Quintanilla, Shawn T. Wahl:—Business and Professional Communication, SAGE, New Delhi, 2012.