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MBA I SEMESTER: COMMUNICATION SKILLS
GENERIC ELECTIVE - II COURSE WITH EFFECT FROM 2016-17 (Under Choice Based Credit System)

Unit I: Introduction:

Meaning – Significance – Fundamentals of English Grammar: Parts of speech, articles, antonyms, synonyms, idioms and phrases, punctuation, vocabulary etc. – Sentence construction – Learning English through LSRW. Listening skills: Factors influencing – Barriers in listening – Effective listening - Practice of listening with audio - Practice of interpersonal listening.

Unit II: Oral and Written Communication:

Meaning and significance of Oral and Written Communication –Presentation Skills - Principles of oral communication – Audience analyses – Preparing for oral communication – Practice of oral communication with pre-announced topics – Extempore. Tenets of written communication – Practice of written communication with displayed text and audio – Precise writing - Non verbal communication: Voice – Body language.

Unit III: Business and Corporate Correspondence:

Meaning – Significance – Types of Business Letters - Principles of letter writing – Formats – Practice of letter writing in different situations. Corporate correspondence: Types of Meetings - Notice and Agenda – Practice of preparing notice and agenda for different meetings – advertisements – Circulars – Memos – Enquires – Replies – Director report and Chairman speech – Writing minutes and resolutions of different meetings. E-mails – Writing e-mails.

Unit IV: Group Discussions: (GD)

Meaning - Significance – Types of GD – Fundamentals of GD – Pre-requisites – Evaluation parameters – Strategies - Choice of topics for GD – Practice of GD with pre-announced topics and extempore. JAM: Meaning – Significance – Fundamentals of JAM – Practice of JAM sessions. Debates: Rules for Debates – Practicing Debates with arguments in favour and against. Role plays: Meaning – Significance – Practice of Role plays.

Unit V: Resume Writing:

Meaning – Significance – Types of Resume – Defining career objectives – Understanding skill description – Describing hobbies – Formats of Resume – Preparing self Resume – Practice of presenting Resume. Business Etiquettes – Career Planning: Meaning – Significance – Strategies.

Suggested Readings:

1. Aruna Koneru, Professional Communication, Tata McGraw Hill, New Delhi, 2008
2. Sehgal M K and Khetarpal Vandana, Business Communication, Excel Books, New Delhi, 2008.
3. Sarma V V S, Muralidhar D and Saritha M, LOTUS: Interactive Communication, Camel Published, 2016.
4. Varinder Kumar and Bodh Raj, Business Communication, Kalyani Publishers, Ludhiyana, 1998.
5. Biswajit Das and Ipseeta Satpathy, Business Communication and Personality Development: Lessons for Paradigm Change in Personality, Excel Books, New Delhi, 2008.
6. Dalmar Fisher, Communication in Organisations, Jaico Publishing House, 1999.
7. Kitty O Locker and Stephen Kyo Kaczmarek, Business Communication: Building Critical Skills, Tata McGraw Hill, New Delhi, 2007.
8. Kelly M Quintanilla and Shawn T Wahl, Business and Professional Communication, Sage Publications, New Delhi, 2011.
9. Varinder Kumar, Managerial Communication, Kalyani Publications, new Delhi, 2015.