

GUJARAT UNIVERSITY
K.S.SCHOOL OF BUSINESS MANAGEMENT
[Five Years (Full Time) M.B.A. Integrated Degree Course]
FOURTH Year M.B.A. (SEM-VII)
KS_M_477
MANAGERIAL COMMUNICATION

3 credit course

Objective:

Today's world is competitive and dynamic. In this world of competition every individual needs an edge over the other for self-expedition and surging ahead in career growth. Communication is the best tool to have a win-win situation. The course content will acquaint the students with command and effectiveness in communication. Because "How you say" is more important than "what you say".

MODULE: 1 **(20%)**

- Effective Business Communication
- Communication in the world of diversity

MODULE: 2 **(20%)**

- Business Messages – Planning Business Messages, Writing Business Messages and Completing Business Messages

MODULE: 3 **(20%)**

- Reports and Proposals – Planning Reports and Proposals, Writing Reports and Proposals and Completing Reports and Proposals

MODULE: 4 **(20%)**

- Designing visual communication
- Enhancing Presentations with slides and other visual aids.

MODULE: 5 **(20%)**

- Format and Layout of Business Documents
- Documentation of Report Sources
- Cases

No. of lectures in semester: Approximately 40 to 45 hours

Methodology:

Direct teaching, Class test, Presentation, Role Play, Drama, Class Discussion, Group Discussion

Assignment: Minimum 3 Assignments

Reference Books:

- Business Communication Today(10th Edition) – by Courtland L Bovee, John V Thill and Abha Chatterjee (Pearson)
- Business Communication (Text, cases and Laboratory Manual) – by

C.S.G Krishnamacharyulu and Lalitha Ram Krishnan

- Business Communication for Managers – by Penrose/ Rasberry/ Myers (Cengage Learning)
- Business correspondence and Report Writing (3rd Edition) by – R.C. Sharma and Krishna Mohan (Tata MACgraw Hill)