

## 22BA106:MANAGERIALCOMMUNICATION

Course Code	<b>22BA106</b>	Course Delivery Method	Class Room / Blended Mode
Credits	04	CIA Marks	30
No. of Lecture Hours / Week	04	Semester End Exam Marks	70
Total Number of Lecture Hours	60	Total Marks	100
Year of Introduction :2017	Year of Offering :2017	Year of Revision :2022	Percentage of Revision :20%

### **CourseDescriptionandPurpose:**

This course explores the important roles that communication plays in managers/leaders being effective in their tasks as they exchange meaning with supervisees, peers, supervisors, the larger organization, and the community. Both formal and informal communication will be addressed. The course also explores the relationship between management and communication, providing students with the skills to improve their management communication skills.

### **Course Outcomes:**

By the end of the course, students will be able:

- CO-1 To understand the fundamentals and importance of communication- how communication is going to be a game changer at workplace
- CO-2 To explain the importance of written communication and the value of expression and its impact
- CO-3 To highlight the importance of body language and the role played by receptive behavior in communication
- CO-4 To understand the various modes of communication in organizational functioning with the help of technology
- CO-5 To explain the importance of interpersonal communication in organizational functioning and to help them to prepare for employment communication

## Course Content

### UNIT-I

#### **Fundamentals of Communication:**

Introduction, Understanding Communication, the communication process, Barriers to communication, the Importance of Communication in the Workplace.

(12 Hours)

### UNIT-II

**Expressive Communication:** Written Communication, Business Letters. E-mail, Memo, Reports and Proposals, Oral Communication, Presentation Skills, Meetings, Group Discussion, Managerial Speeches, Interviews, Non-verbal Communication, Kinesics, Proxemics, Voice

(12 Hours)

### UNIT-III

**Receptive Communication Skills:** Listening, Importance, Types, Barriers, Improving Listening, Reading Body Language. (12 Hours)

### UNIT-IV

**Organizational Communication:** Internal, Types, Channels, Diversity and Intercultural Communication, External Communication, Types, Channels, Use of Technology. (12 Hours)

### UNIT-V

**Interpersonal Communication:** Interpersonal needs, Reducing Misunderstandings, Rapport Building, Negotiation Skills, Johari Window, Transactional Analysis; **Employment Communication** – Resumes and Cover Letters, Introduction, Writing a Resume, Writing Job Application Letters, Group Discussion and Interviews (12 Hours)

### Case Study (Not Exceeding 300 words)

#### **PRACTICAL COMPONENTS:**

- ✓ Demonstrate the effect of noise as a barrier to communication.
- ✓ Make students enact and analyze the non-verbal cues.
- ✓ Give exercises for clarity and conciseness in written communication.
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- ✓ Make students enact and analyze the non-verbal cues.
- ✓ Give exercises for clarity and conciseness in written communication.
- ✓ A suitable case is to be selected and administered in the class sticking to all the guidelines of case administering and analysis.
- ✓ Demonstrating Video conferencing & teleconferencing in the class.
- ✓ Conduct a mock meeting of students in the class identifying an issue of their concern. The students should prepare notice, agenda and minutes of the meeting.

**REFERENCETEXTBOOKS:**

1. BoveeandThill: *BusinessCommunicationToday*,McGraw-Hill,SecondEdition
2. GuffeyM.E.:*BusinessCommunicationProcess &Product*,Thompson,South-Western
3. LevelD.A:*ManagerialCommunications*,BusinessPublications,Plano,Texas
4. PradhanandPradhan:BusinessCommunication,HimalayanPublishingHouse
5. SeelyJ,Oxford*WritingandSpeaking*,Oxford
6. RamanandSingh: *BusinessCommunication*,OxfordUniversityPress,New Delhi
7. CourtlandL Bovee,JohnV.Thill,&MukeshChaturvedi,*Business CommunicationToday*.Ninth Edition. New Delhi: Pearson.
8. Lesikar&Flatley.,*BasicBusinessCommunication– SkillsforEmpoweringtheInternetGeneration*.9th Edition, McGraw-Hill.
9. Monippally,MM., *BusinessCommunication Strategies*,McGraw-Hill.
10. K.K.RamachandranLakshmi, Kartik, M. KrishnaKumar,*BusinessCommunication*,MacMillanIndiaLtd., 2007.

**MODEL QUESTION PAPER**  
**PARVATHANENI BRAHMAYYA SIDDHARTHA COLLEGE OF ARTS & SCIENCE**  
**M.B.A. (REGULAR) DEGREE EXAMINATION**  
**First Semester**  
**22BA106:MANAGERIALCOMMUNICATION**

*W.e.f 2022-2023*

**Duration:** 3 hours

**Maximum Marks: 70**

**SECTION - A**

**Answer ALL Questions**

**5×4=20 Marks**

1. (A) What are the barriers to effective communication? (CO1)( L1)  
**(OR)**  
(B) Define the importance of communication at work place. (CO1)(L1)
2. (A) What do you understand by kinesics and proxemics? (CO2)( L2)  
**(OR)**  
(B) How is verbal communication different from non-verbal communication? (CO2)(L2)
3. (A) What are the types of receptive communication skills? (CO3)( L3)  
**(OR)**  
(B) Explain the importance of body language. (CO3)(L3)
4. (A) Demonstrate the importance of intercultural communication in organizational communication. (CO4)( L3)  
**(OR)**  
(B) Explain the different communication channels. (CO4)(L3)
5. (A) What are negotiation skills? (CO5)( L1)  
**(OR)**  
(B) What do you mean by rapport building skills? (CO5)(L1)

**SECTION-B**

**5x8=40Marks**

**Answer ALL Questions**

6. (A) Explain the steps in communication process. (CO1)(L1)

**(OR)**

(B) Explain role played by communication in organizational success. (CO1)( L1)

7. (A) Illustrate the relevance of presentation skills in expressive communication (CO2)(L2)

**(OR)**

(B) Examine the importance of business letters in organization communication. (CO2)(L2)

8. (A) Illustrate the importance listening skills.(CO3)(L3)

**(OR)**

(B) Explain the importance of receptive communication skills. (CO3)(L3)

9. (A) Use of technology will reduce the misunderstanding in communication Do you agree? (CO4) (L4)

**(OR)**

(B) What do you mean by external communication? (CO4)(L4)

10. (A) Illustrate the importance of a cover letter in a resume. (CO5)( L5)

**(OR)**

(B) Explain the significance of group discussions while conducting interviews. (CO5)(L5)

**SECTION – C**

**1x10=10Marks**

**CASE STUDY (Compulsory)**

11. Prepare a resume along with a cover letter convincing your employer that you are a suitable candidate for the post (CO5)( L5)