

**BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, PILANI**  
**INSTRUCTION DIVISION**  
**FIRST SEMESTER 2015-2016**

**Course Handout (Part II)**

Date: 03/08/2015

In addition to part-I (General Handout for all courses appended to the timetable) this portion gives further specific details regarding the course.

**Course No.** : **MBA C431**  
**Course Title** : **Managerial Communication**  
**Instructor-in-charge** : **JAYASHREE MAHESH**

### **1. Scope and objective of the course**

Present day organizations are faced with rapid changes both in the micro and macro environment. This poses challenges in implementing effective communication techniques within and outside the organization. The present day manager must possess a wide range of skills in order to interact with customers, subordinates, cross functional teams and meet multiple organizational goals. This course provides the key concepts of communication theory and techniques which managers can apply to realistic situations in a variety of workplace environments.

### **2. Textbook**

**T1** Ober, Scot. 2011. **Effective Business Communication**. First Edition. New Delhi: Cengage Learning Pvt.Ltd.

**T2** Raman, Meenakshi and Singh, Prakash. 2012. **Business communication**. Second Edition. New Delhi: Oxford University Press,.

### **3. Reference Books**

- i. Bovee, Thill. 2011. **Business Communication Essentials**. Fourth Edition. New Delhi: Pearson Education.
- ii. Lesikar, Flatley, Rentz,Pande. 2009. **Business Communication**. Eleventh Edition. New Delhi: Tata McGraw Hill.
- iii. Hynes. 2010. **Managerial Communication**. Fourth Edition. New Delhi: Tata McGraw Hill.

### **4. Course Plan**

Lec. No.	Learning objectives	Topics to be covered	Textbook Reference
1-3	Historical overview of communication, components of communication, types and directions of communication, barriers to communication, ethics in communication, team communication	Understanding the role of communication in contemporary organizations	Ch 1 <b>T1 ,T2</b> & Class Notes
4-6	Importance and types of non verbal communication, functions of non verbal communications and nonverbal cues	Interpersonal Communication - Nonverbal communication	Ch 2 <b>T2</b> & Class Notes
7-9	Understanding individual elements of writing, style of writing, collaborative writing and the process of writing- planning, drafting, revising, formatting and proof reading	Contemporary Managerial Writing	Ch 4,5 <b>T1</b> , Ch 5 <b>T2</b> & , Class Notes
10	Practice Exercise Based on Lectures 7-9		
11-12	Interpretation, reformulation and summation and written analysis of cases	Analysis of Issue and written case analysis	Class Notes
13	<b>Evaluative Assignment 1 Based on Lecture 11-12*</b>		

14-15	Planning the routine messages, routine replies, claim letter, adjustment letters and goodwill messages Planning & organizing persuasive messages, types of persuasive messages, bad news replies and bad news announcements	Contemporary Managerial Correspondence - Routine , Persuasive and Bad news messages	Ch 6,7,8 <b>T1</b>  Ch 6 <b>T2</b>
16	Practice Exercise Based on Lectures 14-15		
17-18	Constructing forms and questionnaires to collect data, conducting interviews for data collection	Collecting and Analyzing Data	Ch 9 <b>T1</b>
19-20	<b>Evaluative Assignment 2 Based on Lecture 17-18 *</b>		
21-22	Strategic consideration for meetings, premeeting arrangements, leadership style, decision making, managing disruptions and follow up, planning and conducting a conference, group discussions	Corporate Communication - Managing Meetings & Conferences and GD	Ch 14 & 15 <b>T2</b>
23-24	<b>Evaluative Assignment 3 Based on Lecture 21-22*</b>		
25	Process, strategic considerations, types elements and visual aids	Management Reports and Proposals	Ch 10 <b>T1</b> Ch 8 <b>T2</b>
26	<b>Evaluative Assignment 4 Based on Lecture 25*</b>		
27-28	Written Vs Oral presentations, different types of presentations , process of presentation, work team presentations, Delivering the presentation, visual aids, audience handouts, post presentation activities	Planning, the Business Presentation  Illustrating and delivering the Business Presentation	Ch 11 <b>T1 &amp; T2</b>
29-30	Preparing résumé , job application letters, preparing for interview, conduct and communication during interview	Employment Communication - Résumé writing and job interview	Ch 12 <b>T1</b> Ch 9 <b>T2</b>
31	Practice Exercise & <b>Evaluative Assignment 5 Based on Lectures 29-30*</b>		
32	Crisis Communication	Corporate Communication	Class Notes
33-34	Cross cultural communication & Business Etiquette	-----do-----	CH 3 <b>T2</b> & Class Notes
35-38	<b>Evaluative Assignment 6*- Semester Project Presentation</b>		
39-40	<b>Review and feedback of Semester Projects</b>		

**5. Note:** Additional topic wise materials will be announced in class.

## 6. Evaluation Scheme

No.	Evaluation Component	Duration	(Weightage)	Date & Time	Nature of Component
1	Midsem	90 min	30	5/10 10:00 - 11:30 AM	CB
2	Evaluative Assignments (6)*	-	40		OB
3	Comprehensive Exam	2 hours	30	1/12 AN	CB

### Evaluative Assignments

- |                                  |           |
|----------------------------------|-----------|
| 1. Written Case Analysis         | 5         |
| 2. Construction of Questionnaire | 5         |
| 3. Conducting a meeting          | 8         |
| 4. Business Writing              | 5         |
| 5. Résumé Writing                | 5         |
| 6. Team Presentation and Report  | 12 [8+4 ] |

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7. **Chamber Consultation Hour:** To be announced in the class.
8. **Notices:** Notices pertaining to this course will be put up in **Management Group Notice Board/Group Mail**
9. **Makeup Policy:** Makeup will be given only for genuine medical reasons. No make up will be given without **prior permission**

Instructor-in-charge

**MBA C431**