

MANAGERIAL COMMUNICATION SKILLS



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Short Description

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Description

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Edition Description: 2021-22

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PREVIEW OF CHAPTERS SYLLABUS

MANAGERIAL COMMUNICATION SKILLS

Objective: to equip the students with the necessary techniques and skills of communication to inform others, inspire them enlist their activity and willing cooperation in the performance of their jobs.

Unit – I : Role of Communication in Business – 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 skills – Understanding Cultural Effects of Communication.

Unit – II: Managing Organization Communication - formal and Informal Communication- Intra

and Personal Communication – Models for Inter Personal Communication – Exchange Theory,

Johari Window and Transactional Analysis.

Unit-III: 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: Business Writing Skills – Significance of Business Correspondence, Essentials of

Effective Business Correspondence, Business Letter and Forms, Oral Presentations – Meetings,

Telephone Communication – Use of Technology in Business Communication, E-mail Messages.

Unit-V: Report Writing – Meaning and Significance; Structure of Reports; Negative, Persuasive

and Special Reporting; Informal Report – Proposals; Formal Reports; Organization of Press Report

Details

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