



Rajeev Gandhi College of Management Studies

Managerial Communication

Semester I

I> Course Content:

Semester	1
Subject	Managerial Communication
Course Code	MMSE109
Credits	2
Duration	30 hours

Module (Syllabus as per new Syllabus):

Sr. No.	Content	Course Outcomes
1	Fundamentals of Communication - Introduction and Theory of Communication. - Definition, Cycle, Models, Strategies, Channels and Types. - 7 C's of Communication. - Channels. - Barriers.	MMSE109.1
2	Personality Assessment - Personality Development – - Self - discovery. - Developing a positive attitude. - Grooming. - Career Planning. - Stress Management. - Time Management.	MMSE109.2
3	Listening Skills - Hearing Vs. Listening - Process, Principles, Types, Barriers	MMSE109.4
4	Reading and Comprehension Skills - Developing Reading Skills. - Process, types and reading rate adjustment. - Tips for improving reading skills - Speed Reading - Reading Comprehension - Reading Business papers - Researching for Business - Review of a book/journal	MMSE109.3
5	Developing Effective Writing Skills - Progression of thoughts /ideas - Paragraph writing. - Mechanics and Semantics of sentences. - Writing sentences that communicate	MMSE109.5

	<ul style="list-style-type: none"> - Brevity, clarity, and simplicity. - Improving the tone and style of sentences. - Structure of Essays. 	
6	<p>Effective Writing Skills</p> <ul style="list-style-type: none"> - Paraphrasing - Summarizing - Note –taking - Proof - reading - Editing - Comprehension - Precis Writing <p>Types of Reports - Purpose and Scope of a Report. Fundamental Principles of Report Writing.</p>	MMSE109.4
7	<p>Corporate Correspondence</p> <ul style="list-style-type: none"> - Resume/CV/Profile, Cover Letters, E-mails, Etiquettes, Netiquettes - Appropriate usage of AI Tools 	MMSE109.5
8	<p>Non-verbal Communication</p> <ul style="list-style-type: none"> - Kinesics (body language), Oculesics (eye contact), Haptics (touch), proxemics (distance), Chronemics (use of time), Paralinguistic (vocalic) 	MMSE109.1
9	<p>Presentation Skills</p> <ul style="list-style-type: none"> - Public Speaking - Audience Analysis - Delivery Techniques (Impromptu, Manuscript, Memorized, and Extemporaneous.) - Visual Aids (PPTs, infographics, Audio- Visual Presentations, etc.) 	MMSE109.4

Managerial Communication
Sem I

II> Course Outcomes

<u>Course Code</u>	<u>Course Outcomes</u> Students will be able to....	<u>Cognition</u>
MMSE109.1	Ability to use specific and direct language when giving instructions to and encourage open dialogue and sharing of diverse perspectives to reach mutually beneficial outcomes.	Apply
MMSE109.2	Develop competency to give and receive feedback constructively.	Create
MMSE109.3	Develop listening and comprehension abilities for facilitation in decision making and problem solving and personal and professional development.	Create
MMSE109.4	Applying effective communication skills for the expression of emotions and demonstration of empathy to create strong relationships with colleagues and clients and to foster a collaborative environment.	Apply
MMSE109.5	Create effective digital communication such as emails and social media posts and use video conferencing and collaborative tools to maintain clear communication with remote team members.	Create

Recommended Books

Sr. No.	Books
1.	Asha Kaul, "Business Communication" - Eastern Economy Edition, Prentice – Hall of India Private Limited
2.	Taylor & Chandra, "Communication for Business: A Practical Approach," Pearson
3.	Singh Nirmal, "Business Communication: Principles, Methods & Techniques," Deep & Deep Publications, Delhi
4.	Krishna Mohan & Meera Banerji, "Developing Communication Skills" MacMillan
5.	Murphy, Hildebrandt & Thomas, "Effective Business Communication," McGraw Hill.