

FSO311 Managerial Skills [4 Credits]

Learning Objective: *These courses would help student to communicate with, motivate and empower your team Delegate work to individuals and teams. Also this course aims to give some tools for domestic as well as environmental scanning.*

UNIT 1: Introduction to Communication (12 Hours)

Role of communication, defining and classifying communication, purpose of communication, barriers & gateway in communication. EMPLOYMENT COMMUNICATION- Writing CVs, Group discussions, interview, types of interview, candidates preparation, interviewers preparation; Impact of Technological Advancement on Business Communication. ORAL COMMUNICATION- What is oral Communication, principles of successful oral communication, principles of successful oral communication, two sides of effective oral communication, effective listening, non-verbal communication, body language, paralanguage. PRESENTATION SKILLS: What is a presentation element of presentation, designing a presentation, advanced visual support for business presentation, types of visual aid, Appearance & Posture, Practicing delivery of presentation.

UNIT 2: Group Discussion (12 Hours)

Objective and Need for Group Discussion in the selection process, Types of Group Discussion. Parameters of Evaluation: Body language, Content, Creativity and originality, Voice, Eye contact, Analytical ability, communication skills, Leadership, Group Behavior, Listening. Group Discussion Process- How to start, getting to speak, body language, making meaningful contribution, summarizing and ending a Group Discussion; Do's and Don'ts in a Group Discussion.

UNIT 3: Interpersonal Skills and Report Writing (12 Hours)

Interpersonal Skills- Meaning, Scope, importance, factors hampering interpersonal skills, gateway to enhancing these skills. Personal reflection, work motivation, stress management, emotional intelligence humour and smile, Knowledge of self-awareness, self-critique, search for self-understanding. Principles of writing reports: Preparatory steps, elements of style and tone, writing the report, order of writing, Structure of reports: Structure of report, parts of a report, use of graphics

UNIT 4: Scanning of Indian Business Environment (12 Hours)

Structure of the Indian Economy: Primary, Secondary and Tertiary Sectors. Changing sectoral pattern of the Indian Economy. Macro Economics and Business Decision. Evaluation of Industrial Policy of India after 1991- privatization, liberalization and March towards globalization, Policy of disinvestment, Foreign Trade Policy of India. Analysis of current problems like - unemployment, sickness of Industries, SEZ, Inflation, poverty, black money. Functions and working of institutions operating in money market and capital market in India. Economic Legislations: a) MRTP b) FERA and FEMA c) Consumer Protection Act d) Competition Bill. Reading/Comprehension/Discussion of Business Dailies/Magazines /Reports.

UNIT 5: Scanning of Global Business Environment (12 Hours)

Analysis of Global Environment – Political Economic, Social & Cultural Legal, Technological, Natural Environments country Risk Analysis. Opportunities and threats for International Business. Rise of regional economics like BRICS, ASEAN countries, CIS Countries. International Currency and Currency Crisis, Balance of Trade and Balance of Payment – International Monetary fund, Asian Development Bank, World Bank, Introduction to Export and Import finance, methods of Payment in International Trade, International Financial Instrument Reading/Comprehension/Discussion of Business Dailies/Magazines /Reports.

Suggested Readings:

1. Kapila U, Indian Economy Performance and Policies 14th Edition, Publisher: Academic Foundation ,2012
2. Neera Chandhoke, Contemporary India: Economy, Society, Politics. Pearson Publication, 2013
3. Kenan, P.B. , The International Economy, Cambridge University Press, London., 1994
4. Kindlberger, C.P. International Economics, R.D. Irwin, Homewood. 1973
5. Krugman, P.R. and M. Obstfeld (1994), International Economics : Theory and Policy, Glenview, Foresman
6. Courtland L. Bovee– Business Communication Today-10 edition, Pearson Education Pte Ltd, 2007
7. Business Daily-Economist, Economic times, Financial times
8. Lesikar RV & Pettit Jr. JD – Basic Business Communication: Theory & Application (Tata Mc Graw Hill 10th Edition)