

Name of the Programme: MBA

Course Code: MGA-637

Title of the course: Communication Skills, Interview-Facing Skills, and Mock Interviews

Number of credits: 6

Effective from: 2022-23

Pre-requisites for the Course:	Nil	
Course Objectives:	To introduce the essentials of effective communication in different context and to introduce the basics of writing resumes and preparatory skills required to face interviews	
Content:	Unit I: Introduction Difference between formal and informal communication; Communication process, types, Effectiveness in communication – the Roles of Sender, Receiver and the medium; Role of culture in communication; Importance of Non-Verbal Communication.	10 hours
	Unit II: Oral Communication Skills required for effective interpersonal and group communication, effective public speaking, noise in communication and its prevention, barriers and gateways in communication.	15 hours
	Unit III: Written Communication Fundamentals of effective writing; different forms of written communication; report writing, creative writing; structure and content of various types of reports.	15 hours
	Unit IV: Creativity in Communication Competitive versus collaborative communication, types of negotiation, barriers in effective negotiation, interests versus positions in negotiation.	10 hours
	Unit V: Resume Writing Fundamentals of Resume Writing, Writing effective Cover letters and emails to organizations.	10 hours
	Unit VI: Interview Preparation Group Discussions – different types, Different types of interviews and basic competencies required in facing interviews. Preparation required prior to facing an interview – industry and firm analysis. SWOT analysis; Frequently asked questions in interviews	15 hours
	Unit VII: Mock Interviews Mock interviews to assess conceptual clarity, domain knowledge, soft skills, and perspectives held, etc.	15 hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	<ol style="list-style-type: none">1. Anjaneesethi, BhavnaAdhikari, Effective Business Communication, Tata Mc Graw Hill Education, 2009 or Latest Edition.2. Prasad, Hari Mohan,How to prepare for Group Discussion and Interview, Tata McGraw Hill, 2005 or Latest Edition3. Courtland L Bovee, John V Hill, Roshan Lal Raina, Business Communication Today,Pearson, 2021 or Latest Edition4. Raymond V Lesilar, Marie, E Flatley, Kathryn Rentz, Paula Lentz, Neerja Pande,	

	<p>Business Communication -Connecting in a Digital World, Tata McGraw Hill, 2015 or Latest Edition</p> <p>5. Innovative Interview Questions, Vibrant Publishers, 2020or Latest Edition</p>
<p>Course Outcomes:</p>	<p>At the end of the session the participants will be able to:</p> <ul style="list-style-type: none"> • Improve their verbal, written and interpersonalcommunication, and participate in group discussions. • Improve Business and Creative Writing Skills • Prepare an effective CV and successfully face interviews.

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