

**Name of the Programme** : MBA (Financial Services)  
**Course Code** : MGF-504  
**Course Title** : Business Communication  
**Number of Credits** : 3  
**Effective from AY** : 2022-23

<b>Pre-requisites for the Course:</b>	Nil	
<b>Course Objectives:</b>	To enable the learners to acquire good communication and interpersonal skills in developing a personality required to be successful managers.	
<b>Content:</b>	<b>Unit 1</b> <b>Communication and Interpersonal Skills</b> Importance of communication skills in Business Management. Types of communication: the media and tools of communication. The Communication Process. Barriers and Gateways to communication. <i>Personal reflection:</i> Knowledge of self-awareness, self-critique, search for self-understanding. factors hampering interpersonal skills, gateway to enhancing these skills, Diversity and intercultural communication.	<b>12 Hours</b>
	<b>Unit 2</b> <b>Verbal and Non-Verbal Communication</b> Persona language and body language. <i>Presentation Skills:</i> Types of managerial speeches: occasional speech, thematic speech. <i>Group Communication:</i> group discussions, meetings, seminars, and conferences. <i>Art of facing interviews in:</i> selection or placement, appraisal, disciplinary committees and exit interviews.	<b>13 Hours</b>
	<b>Unit 3</b> <b>Written Communication</b> <i>Internal communication through:</i> memos, minutes, notices, circulars, business correspondence. <i>Writing effective Business Reports, Digital Communication. Power point preparation:</i> Using Web as a source of knowledge Sharing. <i>Curriculum Vitae/ Resumes:</i> follow-up messages and letters.	<b>10 Hours</b>
	<b>Unit 4</b> <b>Recruitment and Employment Correspondence</b> Job Application Letter, Joining Interview, An offer of employment, Job Description, Letter of Acceptance, Letter of Resignation and Promotion, Testimonials and References.	<b>10 Hours</b>
<b>Pedagogy:</b>	Lectures, case studies, project work, assignments and presentations	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Courtland L. Bovee. (2018). <i>Business Communication Today</i>. Pearson Education Pte Ltd.</li> <li>2. Lesikar RV &amp; Pettit Jr. J D. (2001). <i>Basic Business Communication: Theory &amp; Application</i>. Tata McGraw Hill.</li> <li>3. Lessikar, R V, Flatley, M., Lentz and Pande, N. (2015). <i>Business Communication: Connecting in a Digital World</i>. McGraw Hill Education.</li> <li>4. Chaney, L. and Martin, J. (2014). <i>Intercultural Business Communication</i>. Pearson.</li> </ol> Meenakshi R and Prakash S. (2012). <i>Business Communication</i> . Oxford.	
<b>Course Outcomes:</b>	Upon completion of this course, students will be able to: <b>CO1.</b> Comprehend communication process with its inherent dynamics. <b>CO2.</b> Articulate themselves more effectively in different types and modes	

of communication.

**CO3.** Demonstrate good verbal and non-verbal communicationskills

**CO4.** Demonstrate skills in writing effective employment  
correspondences.