

**Programme: Master of Business Administration**

**Semester I**

**MBA 107-18**

**BUSINESS COMMUNICATION FOR MANAGERIAL EFFECTIVENESS**

**Objective:** This course presents communication as integral to management and as a critical component for success in the workplace. The students will develop a foundation for designing effective messages, both written and oral, from concept to delivery. They will use various communication models to identify objectives, analyze audiences, choose information, and create the most effective arrangement and channel for that message. Particularly, the course emphasizes elements of persuasive communication: how to design messages for diverse and possibly resistant audiences and how to present that information in a credible and convincing way.

Specifically, students will practice drafting and editing clear, precise, and readable written business documents as well as learn to design documents to make information easily accessible to a busy, executive-level reader. In addition, they will develop and deliver an individual presentation, using appropriate and effective visual support, in which they will present a persuasive argument that demonstrates relevance and benefits to an audience at different levels of expertise or interest and will learn and practice group communication.

*Course Outcomes (COs)*

<b>Sr. No.</b>	<b>At the end of the course, the student will be able to:</b>
CO1	To understand the basics of communication and its process, and the various barriers in the communication.
CO2	To learn the listening skills and comprehend the value of business etiquettes
CO3	To comprehend Non – Verbal communication skills and its application for effective Communication.
CO4	To learn the skills of writing effective business messages, letters and reports
CO5	To develop the presentation skills and learning to organize and structure a Presentation using visual aids
CO6	To prepare the students for interview , employment messages and resume writing skills

(Source: IKGPTU Syllabus for Master of Business Administration (Affiliated Colleges), 2021. <https://ptu.ac.in/wp-content/uploads/2022/08/MBA-Upto-4th-Sem.-2021-onwards-affiliated-colleges.pdf>)