

## Session Plan

ST. JOSEPH'S COLLEGE OF COMMERCE, BANGALORE.

P211106 - MANAGERIAL COMMUNICATION

PG DEPARTMENT

**Course Name:**

**Semester:**

### **OBJECTIVES:**

**The proposed course is conceptualized to impart knowledge and skills essential for managers to achieve success in today's business environment. The course is an attempt to equip students with the real business communication concepts and build skills that are necessary for professional leadership.**

<b>Module Number</b>	<b>Session No</b>	<b>Topic</b>	<b>Pre- class activity</b>	<b>Pedagogy (in class)</b>	<b>Out of class assignment</b>
1	1	Importance of Communication Concepts and Dimensions; Forms of Communication; Process of Communication	Reading of recommended material/ watching videos on selected topics	Lectures	Practice of oral communication
	2	Different Stages; Introduction, Barriers and Gateways in Communication	Reading of recommended material/ watching videos on selected topics	Lectures	Practice of oral communication
	3	Difference between Oral and Written Communication, Listening and Feedback; Communicating in teams.	Reading of recommended material/ watching videos on selected topics	Lectures	Practice of oral communication
2		EFFECTIVE ORAL COMMUNICATION			
	4 to 7	Demonstrate Improved persuasion skills and Influencing skills	Reading of recommended material/ watching videos on selected topics	Role-Plays, Lectures, Group Exercises.	Practice of persuasion skills

	8 to 10	Negotiation Skills	Reading of recommended material/ watching videos on selected topics	Films, Presentations by Students and Videos.	Practice of Negotiation Skills
	11 to 13	Public Speaking, and Presentation Skills.	Reading of recommended material/ watching videos on selected topics	Role-Plays, Lectures, Individual & Group Exercises	Practice of Public Speaking, and Presentation Skills
<b>3</b>		<b>BUSINESS WRITING AND CREATIVE EXPRESSION</b>			
	14 to 15	Routine /Business/Sales Letter, Proposal writing	Reading of recommended material/ watching videos on selected topics	Lectures and practical letter writing.	Assignment
	16 to 17	Report writing	Reading of recommended material/ watching videos on selected topics	Lectures and practical report writing.	Assignment
	18 to 20	Content writing Brochures, Flyers, News Letter.	Reading of recommended material/ watching videos on selected topics	Lectures and practical content writing.	Assignment
<b>4</b>		<b>MASTERING LISTENING SKILLS/NON VERBAL COMMUNICATIONINTERPERSONAL SKILLS</b>			
	21 to 23	Understanding Listening Process, Overcoming Barriers to Effective Listening	Reading of recommended material/ watching videos on selected topics	Role-Plays, Cases, Lectures, Individual & Group Exercises	Practice of Listening Skills
	24	Recognizing Different Types of Listening	Reading of recommended material/ watching videos on selected topics	Role-Plays, Lectures, Individual & Group Exercises	Practice of Listening Skills
	25 to 27	Note Taking, Using Nonverbal Communication Effectively	Reading of recommended material/ watching videos on selected topics	Role-Plays, Lectures, Individual & Group Exercises	Practice of Listening Skills
<b>5</b>		<b>BUSINESS VOCABULARY</b>			
	28 to 29	Fundamentals Of Executive English, Errors Analysis	Reading of recommended material/ watching videos on selected topics	Lectures and Exercises.	Assignment
	30	Punctuation and Global English.	Reading of recommended material/ watching videos on selected topics	Lectures and Exercises.	Assignment

## TEXTBOOKS & COURSE MATERIAL :

Essentials of Business Communication, 6th Edition, Mary Ellen Guffey, South-Western College Publishing, 2003.

Excellence in Business Communication, 8th Edition, Thill, John V., Courtland L. Bovee Prentice Hall, 2007.

Business Communication, 2nd Edition, Prof. Dr. Asha Kaul, PHI Learning P.Ltd., 2009.

Secrets of Face-to-Face Communication, 1st Edition, Peter Bender & Dr. Robert Tracz, Macmillan India, 2007.

Soft Skills, 1st Edition, Prof. Dr. K. Alex, S. Chand & Co. Ltd., 2009

Personal Development, All-in-One, 1st Edition, Edited by: Gillian Burn, Wiley India, 2009

The Economist: Style Guide, 9th Edition, Profile Books, Indian Edition: Viva Books, 2009

**Signature**

**Dr Lily David**