

I SEMESTER

Subject code	Title of the Subject	Teaching hours / week			Exam Hours	Marks for		Total Marks
		Lecture	Practical	Total		IA	Exam.	
12MBA11	Managing Organizations	4	1	5	3	50	100	150
12MBA12	Managerial Economics	4	1	5	3	50	100	150
12MBA13	Quantitative Methods - I	4	1	5	3	50	100	150
12MBA14	Accounting for Management	4	1	5	3	50	100	150
12MBA15	IT for Managers	4	1	5	3	50	100	150
12MBA16	Managerial Communication	4	1	5	3	50	100	150
Total		24	6	30	18	300	600	900

SEMESTER I

MANAGING ORGANIZATIONS

Sub Code : 12MBA11	IA Marks : 50
No. of Lecture Hrs /week : 04	Exam Hrs. : 03
Total No. of Lecture Hrs. : 56	Exam Marks : 100
Practical Component : 01 Hr/ Week	

Part A- Principles of Management

Module I: Introduction

(6 Hours)

Management, introduction, definition of management, nature, purpose and functions, levels and types of managers, managerial roles, skills for managers, evolution of management thought, Fayol's fourteen principles of management and recent trends in management

Module II: Planning and organizing

(12 Hours)

Planning, nature of planning, planning process, objectives, MBO, strategies, level of strategies, policies, methods and programs, planning premises, decision making, process of decision making, types of decisions, techniques in decision making

Organizing, organization structure, formal and informal organizations, principles of organizations-chain of command, span of control, delegation, decentralization, empowerment

Functional, divisional, geographical, customer based and matrix organizations, team based structures, virtual organizations, boundary less organizations,

Module III: Controlling

(4 Hours)

Controlling, importance of controlling, controlling process, types of control, factors influencing control effectiveness

Recommended Books

1. Essentials of Management-Koontz, 8/e, McGraw Hill
2. Management: Text and Cases-VSP Rao, Excel Books
3. MGMT, An Innovative approach to teaching and learning Principles of Management, Chuck Williams, Cengage Publications, 2010
4. Principles and practices of Management, Kiran Nerkar, Vilas Chopde, Dreamtech Press, 2011
5. Management Theory & practice – Chandan J. S, Vikas Publishing House.
6. Management Theory & Practice Text & Cases – Subba Rao P & Hima Bindu, Himalaya Publication.

Part B- Organizational Behaviour

Module IV: Introduction (4 hours)

Organizational Behaviour-introduction, definition, historical development, fundamental principles of OB, contributing disciplines, challenges and opportunities.

Module V: Foundations of Individual Behaviour (14 Hours)

Individual behaviour-Foundations of individual behavior

Ability: Intellectual abilities- Physical ability, the role of disabilities.

Personality - meaning, formation, determinants, traits of personality, Big five and MBTI, personality attributes influencing OB.

Attitude: Formation, components of attitudes, relation between attitude and behaviour.

Perception: process of perception, factors influencing perception, link between perception and individual decision making.

Emotions: Affect, mood and emotion and their significance, basic emotions, emotional intelligence, self awareness, self management, social awareness, relationship management.

Module VI: Motivation and Leadership (8 Hours)

Motivation and leadership-Motivation, meaning, theories of motivation-needs theory, two factor theory, Theory X and Y, application of motivational theories

Leadership, meaning, styles of leadership, leadership theories, trait theory, behavioural theories, managerial grid, situational theories-Fiedler's model, SLT, transactional and transformation leadership

Module VII: Group Behaviour (4 Hours)

Definition, types, formation of groups, building effective teams. Conflict-meaning, nature, types, process of conflict, conflict resolution. Power and politics- basis of power, effectiveness of power tactics. The ethics of behaving politically.

Module VIII: Organizational culture (4 Hours)

Importance, managing culture. Work stress and its management.

Practical Component

1. Studying organizational structures of any 10 companies and classifying them into different types of organizations which are studied in Module 2 and justifying why such structures are chosen by those organizations.
2. Preparing the leadership profiles of any 5 business leaders and studying their leadership qualities and behaviours with respects to the trait, behavioural and contingency theories studied.
3. Identifying any five job profiles and listing the various types abilities required for those jobs and also the personality traits/attributes required for the jobs identified.

Note: Faculty can either identify the organizations/ leaders/jobs or students can be allowed to choose the same.

RECOMMENDED BOOKS:

1. Organizational behaviour, Stephen P Robbins, Timothy A. Judge, Neharika Vohra, Pearson, 14th Edition, 2012.
2. ORGB - Nelson, Quick, Khanelwal, 1/e, Cengage Learning, 2011.
3. Organizational behaviour - Anada Das Gupta, Biztantra, 2011.
4. Organizational behaviour: A modern approach - Arun Kumar and Meenakshi, Vikas Publishing House, 2011.
5. Organizational behaviour – Rao V. S. P, Excel Books, 2009.

REFERENCE BOOKS:

1. Organizational Behaviour - Fred Luthans, 12/e, Mc-Graw Hill International, 2011.
2. Management and organizational Behaviour - Laurie J Mullins, Pearson education
3. Fundamentals of organizational behaviour - Slocum/Hillriegel. Cengene Learning
4. Organizational Behaviour - Aquinas P. G, Excel Books.
5. Introduction to Organisational Behaviour – Michael Butler, Jaico Publishing House,
6. Organization Behaviour – Ashwathappa, Himalaya Publication.

MANAGERIAL ECONOMICS

Sub Code : 12MBA12	IA Marks : 50
No. of Lecture Hrs /week : 04	Exam Hrs. : 03
Total No. of Lecture Hrs. : 56	Exam Marks : 100
Practical Component : 01 Hr/ Week	

Module I (8 Hours)

Introduction to economics: Managerial Economics- Meaning, Nature, Scope, & significance. Uses of Managerial Economics. Role and Responsibilities of Managerial Economist.. Relationship of Managerial Economics with statistics, accounting and operations Research. The Basic process of decision making.

Module II (6 Hours)

Fundamental Concepts of Managerial Economics: Opportunity Costs, Incremental Principle, Time perspective, Discounting and Equi-Marginal principles. Theory of the Firm: Firm and Industry, Forms of Ownership, Objectives of the firm, alternate objectives of firm. Managerial theories: Baumol's Model, Marris's Hypothesis, Williamson's Model. Behavioural theories: Simon's Satisficing Model, Cyert and March Model. Agency theory.

Module III (10 Hours)

Demand analysis: Law Of Demand, Exceptions to the Law of Demand, Elasticity of demand – Classification of Price, Income & Cross elasticity, Advertising and promotional elasticity of demand. Uses of elasticity of demand for Managerial decision making, Measurement of elasticity of demand. Law of supply, Elasticity of supply. Demand forecasting: Meaning & Significance, Methods of demand forecasting. **(No problems)** Note: Illustrative numerical examples to be used to explain the concepts.

Module IV (6 Hours)

Costs Analysis: Concept, Types of costs, Cost curves, Cost – Output relationship in the short run and in the long run, LAC curve.

Module V (8 Hours)

Production analysis: Concepts, production function with one variable input - Law of Variable Proportions. Production function with 2 variable inputs and Laws of returns to scale.

Indifference Curves, ISO-Quants & ISO-Cost line. Economies of scale, Diseconomies of scale.

Module VI

(8 Hours)

Market structure and pricing practices: Perfect Competition, Features, Determination of price under perfect competition. Monopoly: Features, Pricing under monopoly.

Monopolistic Competition: Features, Pricing Under monopolistic competition, Product differentiation. Oligopoly: Features, Kinked demand Curve, Cartels, Price leadership.

Module VII

(4 hours)

Descriptive Pricing Approaches: Full cost Pricing, Product Line Pricing. Product Life Cycle Pricing, Price Skimming, Penetration Pricing, Loss leader pricing, Peak Load pricing. Price Discrimination.

Module VIII

(6 Hours)

Profits: Determinants of Short-term & Long-term profits. Classification – Measurement of Profit. Break Even Analysis – Meaning, Assumptions, determination of BEA, Limitations – Uses of BEA in Managerial decisions.

Practical Components:

1. Assessment of Impact of advertisement or sales promotion on the demand of a product (Preferably FMCG goods)
2. Study of demand elasticity for a product when there is a price increase or price decrease.
3. Market surveys/ consumer intention survey for an existing or a new product/service.
4. Opinion polls to understand the buyer behavior for a product or a service.
5. Demand forecasting – Mini project may be given to students to assess the demand for a product or a service using any method.
6. Preparing a project proposal for a new business venture to understand the BEP using real time data.
7. Exploring application and usage of econometric models by using appropriate software packages.

RECOMMENDED BOOKS:

1. Managerial Economics – Geethika, Ghosh&Choudhury, 2/e, McGraw Hill. 2011
2. Managerial Economics – Dominick Salvatore, 6/e, Oxford Publishers, 2010.
3. Managerial Economics –D M Mithani, 5/e, Himalaya Publication. 2011.
4. Managerial Economics – D N Dwivedi, 7/e, Vikas Publication. 2008
5. Managerial Economics - Craig H Petersen, W. Chris Lewis & Sudhir K Jain, 4/e, Pearson Education, 2006.
6. Managerial Economics: Analysis, Problems and Cases – Truet & Truet, 8/e, Wiley, 2009.

REFERENCE BOOKS:

1. Managerial Economics-Atmanand, 2/e, Excel Books, 2010.
2. Managerial Economics-Allen, Weisgelt, Doherty and Mansfield, 7/e,Viva, 2010.
3. Managerial Economics – Yogeshmaheswari, 2/e,PHI, 2011
4. Managerial Economics – Samuelson & Marks, 5/e, Wiley, 2009.
5. Managerial Economics – Keating & Wilson, 2/e, Biztantra, 2009.
6. Managerial Economics – Hirschey, 2/e, Cengage Learning, 2010.
7. Managerial Economics: Case Study solutions – Kaushal H, 1/e, Macmillan, 2011.
8. Managerial Economics – Nadar & Vijayan, 2/e, PHI, 2010.

QUANTITATIVE METHODS : I

Sub Code : 12MBA13	IA Marks : 50
No. of Lecture Hrs /week : 04	Exam Hrs. : 03
Total No. of Lecture Hrs. : 56	Exam Marks : 100
Practical Component : 01 Hr/ Week	

Module I

(6 Hours)

Business Research: An overview - Research process, problem formulation, management problem v/s. research problem, Steps involved in preparing business research plan/proposal. Importance of literature review.

Business Research Design: steps involved in a research design.

Exploratory research: Meaning, suitability, collection, hypothesis formulation

Descriptive research: Meaning, types of descriptive studies, data collection methods

Causal research: Meaning, various types of experimental designs, types of errors affecting research design. Analytical research: Introduction to analytical research.

Module II (8 Hours)

Sampling and sampling distribution: Meaning, Steps in Sampling process, Types of Sampling - Probability and non probability Sampling Techniques, validation of sample size.

Data collection: Primary and Secondary data – Sources – advantages/disadvantages,

Data collection Methods – Observations, Survey, Interview and Questionnaire design, Qualitative Techniques of data collection.

Measurement & Scaling Techniques: Nominal Scale, Ordinal Scale, Interval Scale, Rating Scale, Criteria for good measurement, attitude measurement – Likert's Scale, Semantic Differential Scale, Thurstone-equal appearing interval scale, MDS – Multi Dimensional Scaling.

Module III (6 hours)

Introduction to data presentation tools – tables and graphs:

Illustrative examples only. (Questions need not be set in the final examination)

Descriptive statistics- Measures of central tendency & Dispersion : Average: Concept, Types – Mathematical Averages: Arithmetic Mean, Median, Mode (No grouping table method).

Partition Values: Quartiles, Deciles and Percentiles - Comparison of the Various Measures of Central Tendencies. Five box plot.

Module IV (6 Hours)

Inferential statistics:

Standard Deviation – Variance – Coefficient of Variance, Skewness: Relative measures of skewness- Karl- Pearson Co-efficient of skewness.

Correlation and regression: Scatter Diagram, Karl Pearson's coefficient of Correlation (One way table only), Rank Correlation, Concurrent Deviation - Regression: Method of Least Squares,

Module V (6 Hours)

Time series analysis & index numbers: Introduction, Objectives of Time Series, Identification of Trend - Variations in Time Series: Secular Variation, Cyclical Variation, Seasonal Variation, and Irregular Variation — Methods of Estimating Trend; Index Numbers: Definition; uses; types; Simple Aggregate Method and Weighted Aggregate Method – Laspeyre's, Paasche's, Fisher's and CPI. Problems on calculation on trend and seasonal variation only.

Module VI

(8 Hours)

Probability: Concept and Definition - Relevance to Management Decisions - Sample Space and Events - Relevance of Permutations and Combinations to Probability - Rules of Probability, Random Variables and Concept of Probability Distribution. Theoretical Probability Distributions: Binomial, Poisson and Normal and problems on it. Baye's Theorem (No derivation)

MODULE VII

(8 Hours)

Formulation of hypothesis, Testing of hypothesis and inferences: Procedure of testing hypothesis, Type I and Type II Errors.

Parametric tests: Z-Test, t-test, F-test,

Module VIII

(8 Hours)

Non parametric tests: Chi-Square test; Analysis of Variance – One-Way and Two-way classification.

Practical Components:

Students are expected to Find the following parameters or Prepare for a given dataset using MS Excel and SPSS.

1. Draw all types of Diagrams and Graphs
2. Construction of one way and two way tables
3. Arithmetic Mean
4. Geometric Mean
5. Harmonic Mean
6. Median, Mode
7. Quartiles, Deciles, Percentiles
8. Minimum, Maximum, Range
9. Quartile Deviation, Mean Deviation, Standard Deviation, Variance, Coefficient of Variance
10. Co-efficients of Skewness: - Karl- Pearson, Bowley, Kelly,
11. Correlation coefficient
12. Regression coefficient – Slope (b in $y = a + bx$)
13. Regression Constant – Intercept (a in $y = a + bx$)
14. Z-Test, t-test, F-test Values
15. Chi-Square test Values
16. Analysis of Variance (ANOVA) Values
17. Research Proposal writing

18. Data Interpretation and report writing: Short and Long reports: Report presentation methods, ex: Power Point Presentation, etc

RECOMMENDED BOOKS:

1. Fundamentals of Statistics, S. C. Gupta, Himalaya Publishing House, 7/e,
2. Business Research Methods–Donald R. Cooper & Pamela S Schindler, 9/e, TMH,2007.
3. Statistics for Business and Economics - Anderson, Sweeney, William, 9/e, Cengage Learning, 2007.
4. Methodology of Research in Social Sciences – Krishnaswami O. R, Ranganatham M, HPH, 2007.
5. Research Methodology: Concepts and Cases – Deepak Chawla & Neena Sondhi, Vikas,

REFERENCE BOOKS:

1. Statistical Methods - Gupta S. P, Sultan Chand & Sons, 2002.
2. Complete Business Statistics - Aczel & Sounderpandian, 7/e, Tata-McGraw Hill, 2006.
3. Research Methodology- Kothari C. R, 2/e, Vishwa Prakashan, 2002.
4. Statistical Tools for Managers – Apte D. P, Excel Books, 2009.

ACCOUNTING FOR MANAGEMENT

Sub Code : 12MBA14	IA Marks : 50
No. of Lecture Hrs /week : 04	Exam Hrs. : 03
Total No. of Lecture Hrs. : 56	Exam Marks : 100
Practical Component : 01 Hr/Week	

Module I

(4 Hours)

Introduction to Accounting: Need and Types of Accounting, Users of Accounting, concepts and conventions of Accounting, Accounting Equations.

Module II

(10 Hours)

Preparation of Books of Accounts: Journals, Subsidiary books, three column cash book, ledgers and trial balance

Module III

(12 Hours)

Preparation of Financial Statement: Preparation of final accounts of sole traders and companies (excluding partnership) in horizontal format (students are to be introduced to vertical formats also)

Module IV (14 Hours)

Analysis of Financial Statements: Comparative, common size and trend analysis, Ratio Analysis, Preparation of financial statements using ratios, Cash flow Statement.

Module V (4 Hours)

Accounting Standards and IFRS: IFRS and proposed changes in Indian Accounting Standards.

Module VI (4 Hours)

Audit Report: Audit Report, Directors' Report and basics of MAOCARO 1998 (Amended 2003)

Module VII (2 Hours)

Corporate Governance, Human Resource Accounting, Forensic Accounting Window Dressing

Module VIII (6 Hours)

Income Tax: Income Tax – Heads of Income, Salary, Profit in lieu of salary, Perquisites, deductions u/s 80C, Income Tax Rates (Only Theory)

Practical Components:

Collecting Annual reports of the companies and analyzing the financial statements using different techniques and presenting the same in the class. Analyzing the companies' cash flow statements and presenting the same in the class. Exposing the students to usage of accounting software's (Preferably Tally)

RECOMMENDED BOOKS:

1. Financial Accounting: A Managerial Perspective - Narayanaswamy R, 4/e ,PHI,2011 (Based on IFRS).
2. Financial Accounting – Dhanesh K. Khatri, – McGraw Hill, 2011
3. A Text book of Accounting For Management – Maheswari S. N, Maheswari Sharad K. Maheswari, 2/e, Vikas Publishing house (P) Ltd.
4. Accounting For Managers – Jawaralal, 5/e, Himalaya Publishing House, 2011.
5. Financial Accounting For Management-Ramachandran N & Ram Kumar Kakani, 3/e TMH Publications, 2011.
6. Financial Accounting - Tulsian P. C, 1/e, Pearson Education.
7. Accounting for managers –Madegowda J, Himalaya Publishing House.
8. Advanced Accountancy- Gupta R. L & Radhaswamy M–Sultan Chand Publications
9. Financial Accounting - Jain and Narang, Kalyani Publishers
10. Direct Taxes – Vinod Singhania and Kapil Singhania, Taxman Publications

REFERENCE BOOKS:

1. Financial Accounting for Management: An Analytical Perspective – Ambrish Gupta, 1/e, Pearson Education.
2. Introduction to Financial Statement Analysis – Ashish K Bhatta charya, Elsevier India
3. Accounting for Managers: Text & Cases - Bhattacharya, 3/e, Vikas Publications, 2004.
4. Financial Accounting for Business Managers - Ashish K. Bhattacharya, 2/e, PHI, 2005.
5. Financial Accounting – Raman B. S, Vol I & Vol II, United Publishers, 1/e, 2009.
6. Financial Accounting (IFRS update)– Gary A. Porter & Curtis L. Norton, 6/e, Cengage Learning.
7. Accounting For Business Managers – Sakshi Vasudeva, Himalaya Publishing House.
- 8 Accounting For Management – Arora M. N., Himalaya Publishing House.
- 9 Essentials of Financial Accounting – Bhattacharya, 2/e, Prentice Hall India,
10. Comdex (Computer and Financial Accounting with Tally 9.0 Course Kit). - DreamTech.
11. Comdex – Tally 9, Namrata Agrawal- DreamTech.
- 12 IFRS: A Practical approach – Jasmine Kaur, McGraw Hill.
- 13 Income Tax - Gaur & Narang, Kalyani Publishers.
- 14 Financial Accounting - Paul Kimmet, Jerry Weygant & Donald Kieso - Wiley Publications.

IT FOR MANAGERS

Sub Code : 12MBA15	IA Marks : 50
No. of Lecture Hrs /week : 04	Exam Hrs. : 03
Total No. of Lecture Hrs. : 56	Exam Marks : 100
Practical Component : 01 Hr/ Week	

Module I: Foundation concepts

(8Hours)

Foundations of information systems (IS) in business: Data & Information, Information as a Resource, Information in organizational Functions, System concepts – Components of an IS – IS resources – Fundamental roles of IS applications in business – Trends in IS

Module II: Kinds of Information Systems

(8Hours)

TPS, OAS, MIS, DSS, GDSS, ES, EIS or ESS, How to select an Information System

Module III: Building and Managing Systems

(8 Hours)

Systems Analysis and Design – Systems Development Life Cycle – Alternative System Building Approaches – Prototyping – Rapid Development Tools

Module IV: Business applications (6 Hours)

IT in business: functional business systems – cross-functional enterprise systems and applications – service sectors

Module V: e-Business (6 Hours)

E-Business systems: e-Business models – Enterprise e-Business systems – Customer relationship management (CRM) – Enterprise resource planning (ERP) and Supply chain management (SCM)

Module VI: e-Commerce (6Hours)

E-Commerce Systems: E-Commerce systems – Essential e-Commerce processes – electronic payment processes – e-commerce application trends – Web store requirements

Module VII: Organization & Information Technology (7 Hours)

IT Capabilities and their organizational impact Fundamentals of strategic advantage — using IT for strategic advantages – the basics of doing business on the Internet-managerial challenges of information technology
Business value of telecommunication networks – the Internet revolution – the business value of Internet, Intranet and Extranet

Module 8: Management challenges (7 Hours)

Management Issues in MIS: Information Security and Control – Quality Assurance -Ethical and Social Dimensions – Intellectual Property Rights as related to IT Services / IT Products – Managing Global Information Systems

Practical Components :

Lab Sessions relating to

MS Word

Developing business presentation with MS-PowerPoint

MS Excel up to Lookups

MS-Access

RECOMMENDED BOOKS:

1. MIS Managing Information Systems in Business, Government and Society - Rahul De ,1/e, Wiley India, 2012.
2. Management Information Systems: Managing the Digital Firm - Loudon, Kenneth C., and Jane P. Loudon. 10/e, Prentice-Hall, 2007.
3. Information Technology for Management: Transforming Organizations in the Digital Economy - Efraim Turban, & Linda Volonino. 7/e, Wiley India. 2007.

4. Management Information Systems: Text & Cases – Jawadekar W. S, 4/e, Tata McGraw Hill, 2010.
5. Management Information Systems – Nirmalya bagchi, Vikas Publishing House, 2011.

REFERENCE BOOKS:

1. Computer Applications in Management - Niranjan Shrivastava. Dreamtech Press, 2011.
2. Business Driven Technology - Haag, Baltzan, & Philips. 2/e, Tata McGraw-Hill, 2009.
3. Fundamentals of Information Technology - Alexis Leon, & Mathews Leon , 2/e, Vikas, 2009.
4. Computer Application in Business – Sudalaimuthu, Anthony Raj, HPH.

Website:

<http://www.fundula.com/allcourses>

MANAGERIAL COMMUNICATION

Sub Code : 12MBA16	IA Marks : 50
No. of Lecture Hrs /week : 04	Exam Hrs. : 03
Total No. of Lecture Hrs. : 56	Exam Marks : 100
Practical Component : 01 Hr/ Week	

Module I

(6 Hours)

Introduction: Meaning & Definition, Role, Classification – Purpose of communication – Communication Process – Characteristics of successful communication – Importance of communication in management – Communication structure in organization – Communication in conflict resolution - Communication in crisis. Communication and negotiation. Communication in a cross-cultural setting

Module II

(6 Hours)

Oral communication: Meaning – Principles of successful oral communication – Barriers to communication – Conversation control – Reflection and Empathy: two sides of effective oral communication. Modes of Oral Communication

Listening as a Communication Skill, Non verbal communication

Module III

(6 Hours)

Written communication: Purpose of writing – Clarity in writing – Principles of effective writing – Approaching the writing process systematically: The 3X3 writing process for business communication: Pre writing – Writing – Revising – Specific writing features – Coherence – Electronic writing process.

Module IV

(8 Hours)

Business letters and reports: Introduction to business letters – Types of Business Letters - Writing routine and persuasive letters – Positive and Negative messages

Writing Reports: Purpose, Kinds and Objectives of reports – Organization & Preparing reports, Short and Long reports

Writing Proposals: Structure & preparation.

Writing memos

Module V

(8 Hours)

Case method of learning: Understanding the case method of learning – Different types of cases – Difficulties and overcoming the difficulties of the case method – Reading a case properly (previewing, skimming, reading, scanning) – Case analysis approaches (Systems, Behavioural, Decision, Strategy) – Analyzing the case – Dos and don'ts for case preparation – Discussing and Presenting a Case Study

Module VI

(6 Hours)

Presentation skills: What is a presentation – Elements of presentation – Designing & Delivering Business Presentations – Advanced Visual Support for Managers

Negotiation skills: What is negotiation – Nature and need for negotiation – Factors affecting negotiation – Stages of negotiation process – Negotiation strategies

Module VII

(6 Hours)

Employment communication: Introduction – Composing Application Messages - Writing CVs – Group discussions – Interview skills

Impact of Technological Advancement on Business Communication – Technology-enabled Communication - **Communication networks** – Intranet – Internet – e mails – SMS – teleconferencing – videoconferencing

Module VIII

(10 Hours)

Group communication: Meetings – Planning meetings – objectives – participants – timing – venue of meetings – leading meetings. Meeting Documentation: Notice, Agenda, Resolution & Minutes.

Seminars – workshop – conferences

Media management – The press release – Press conference – Media interviews

Etiquette Advantage in Business Communication

Practical Components:

Demonstrate the effect of noise as a barrier to communication

Make students enact and analyze the non-verbal cues

Give exercises for clarity and conciseness in written communication.

Group Activity: Form Student groups and ask them to write a persuasive letter and proposal for an innovative product or service. Circulate the work from each group among all other groups and ask them to evaluate the letter and proposal in line with possible responses to a letter (pleased, displeased, neither pleased nor displeased but interested, not interested)

A suitable case is to be selected and administered in the class sticking to all the guidelines of case administering and analysis. Demonstrate using Communication Equipments like Fax, Telex, Intercoms, etc,

Demonstrating Video conferencing & teleconferencing in the class.

Conduct a mock meeting of students in the class identifying an issue of their concern. The students should prepare notice, agenda and minutes of the meeting.

Business etiquettes to be demonstrated in role play by students

Each student to give presentation of 5 minutes (this can be spread throughout the semester)and to be evaluated by the faculty

RECOMMENDED BOOKS:

1. Business Communication : Concepts, Cases And Applications – Chaturvedi P. D, & Mukesh Chaturvedi ,2/e, Pearson Education, 2011 (Module 1, 2, 4, 5, 7).
2. Business Communication: Process And Product – Mary Ellen Guffey, 3/e, Cengage Learning, 2002. (Module 3)
3. Business Communication – Lesikar, Flatley, Rentz & Pande, 11/e, TMH, 2010 (Module 1, 2, 4, 5, & 7).
4. Advanced Business Communication – Penrose, Rasberry, Myers, 5/e,Cengage Learning, 2004 (Module 1, 5, 6 & 8).
5. BCOM – Lehman, DuFrene, Sinha, Cengage Learning, 2011 (Module 1, 2, 4, 6, 7, 8).
6. Business Communiacation – Madhukar R. K, 2/e, Vikas Publishing House.

7. Communication – Rayudu C. S, HPH.

REFERENCE BOOKS:

1. Effective Technical Communication - Ashraf Rizvi M, TMH, 2005.
2. Business Communication - Sehgal M. K & Khetrapal V, Excel Books.
3. Business Communication – Krizan, Merrier, Jones, 6/e, Cengage Learning,
4. Basic Business Communication – Raj Kumar, Excel Books, 2010.