

Course Type	Course Code	Name of Course	L	T	P	Credit
DC	EMSC506	Managerial Communication	2	0	0	2

### Course Objective

This course aims to develop students effective communication skills for professional and personal success. It covers verbal, non-verbal, and written communication, focusing on clarity, confidence, and engagement. Students will learn business communication principles, including public speaking, group discussions, business writing, persuasion, and conflict resolution.

### Learning Outcomes

Students will be able to communicate effectively in various professional contexts, including public speaking, business correspondence, and group discussions. They will demonstrate improved skills in conflict resolution, persuasive techniques, and active listening, equipping them to handle managerial communication challenges with confidence and clarity.

Unit No.	Topics to be Covered	Lecture Hours	Learning Outcome
1	Principles of Communication	4	Students will understand the fundamentals of communication, including verbal and non-verbal communication, barriers to effective communication, and techniques to improve clarity, confidence, and engagement.
2	Verbal and Non-Verbal Communication Skills	4	Students will explore verbal skills such as articulation, tone, and fluency, along with non-verbal elements like body language, gestures, and facial expressions. The unit will also cover public speaking and persuasive communication techniques.
3	Interpersonal and Group Communication	4	Students will learn effective communication in group discussions, teamwork dynamics, and leadership communication. They will also study listening skills, conflict resolution, and negotiation strategies.
4	Professional and Business Communication	4	Students will develop formal communication skills, including business writing (emails, reports, letters) and professional etiquette in workplace interactions.
5	Interview and Presentation Skills	4	Students will understand interview techniques, preparation strategies, and question-response frameworks. Additionally, they will learn to structure and deliver effective presentations, both offline and online.
6	Assertiveness, Persuasion, and Influence	4	Students will study assertiveness in communication, persuasion techniques, and the psychology behind influence. The unit will also cover decision-making and problem-solving communication strategies.
7	Advanced Communication Strategies	4	Students will explore critical thinking in communication, brainstorming techniques, overcoming groupthink, and adapting communication styles for different audiences and professional contexts.
	<b>Total</b>	<b>28</b>	

### Textbook:

- 1) Lesikar, R. V., & Flatley, M. E. (2002). *Basic Business Communication: Skills for Empowering the Internet Generation (10th ed.)*. Tata McGraw- Hill.

### Reference Book:

- 1) Chaturvedi, P. D., & Chaturvedi, M. (2013). *Business Communication: Concepts, Skills, Cases and Application (3rd ed.)*. Pearson Education.