

## **5. MANAGERIAL COMMUNICATION - [ CC105 ] :**

**Objectives :** This course will help sharpen skills of analysis, synthesis, and communication in managerial decision - making situations.

**Contents :** This course integrates the learning experience of the first year students in functional areas in the context of the case method of teaching. It develops skills and abilities for situational thinking and problem solving through logical analysis of case situations, and emphasises written reports. Topics covered include defining the problem, developing the objective, use of evidence, process of making assumptions, and coherence in writing for effective communication.

**Emphasis is given to the knowledge of the issues, vigour in reasoning, organization of idea, precision of language, and presentation of the report, both under word and time constraints. Oral presentation planning, delivering presentation, developing & displaying visual aids, handling questions from the audience, use of audio-visual will also be emphasized.**

**Students will be encouraged to understand importance of group discussion & interviews, meetings: ways and means of conducting meeting effectively, mock meetings and interviews. The course would also focus on enhancing the ability to write memo, letters, business reports, proposals, resume etc.**