

MANGALORE UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION
MASTER OF BUSINESS ADMINISTRATION (MBA)

MBAS 406: COMMUNICATION AND SOFT SKILLS

Workload	: 4 hours per week - Total credits 04
Examination	: 3 hours; 30 marks continuous evaluation & 70 marks final examination.
Objectives	: To impart a basic knowledge of the concepts of Soft skills and develop effective communication and interpersonal skills. It helps to increase the employability skills of students.
Pedagogy	: Lectures, assignments, role play & practical exercises, discussions, seminars.

1. Foundations of Business Communication - Communication, its functions, forms and process - barriers to communication and to overcome them - Non verbal communications - Improving the skills of Communication - understanding culture and cultural differences - overcoming intercultural differences in communication.
2. Writing letters, memos, E-mail, and other brief messages- Routine requests and positive messages - placing orders and acknowledging - routine requests for information and action - directives and instructions - organising bad news message - communicating negative answers and information - Delivering bad news customers - Handling bad news about company operations - Planning developing and writing persuasive message.
3. Reports and oral presentations - Need for reports - Information, analytical and summary report - Planning, Organising and writing reports and proposals - Formal reports and proposal and their components.
4. Giving speeches and oral presentation - Communications of information through the internet and other technologies - organising meetings and seminars etc. and recording the minutes. Group discussions – seminars, symposiums, panel discussions, conventions – conference – How to organize. Public speaking, interview skills.
5. Introduction to Personality a) Basic of Personality b) Human growth and Behavior c) Theories in Personality d) Motivation.
6. Communication skills and Personality Development a) Intra personal communication and Body Language b) Inter personal Communication and Relationships c) Leadership Skills d) Team Building and public speaking.
7. Techniques in Personality development I a) Self-confidence b) Mnemonics c) Goal setting d) Time Management and effective planning.
8. Techniques in Personality Development II a) Stress Management b) Meditation and concentration techniques c) Self hypnotism d) Self-acceptance and self-growth.

References:

1. Bovee Courtland L and Thill John V - Business Communication Today-Prentice Hall International.
2. Guffey Mary Ellen - Business Communication - South - Western Collage Publishing

3. Doctor Apai and Doctor Rhoda - Principles and Practice of Business Communication - Sheth Publishers, Mumbai.
4. Heller Robers-Communicating Clearly(Essential DK Managers)- Darling Kindershy, London.
5. Argenti Paul A - Corporate Communication - Irwin Mgraw Hill

