

4610- MANAGERIAL & ADMINISTRATIVE COMMUNICATION-II									
Teaching Schedule Per Week			Progressive Assessment	Examination Schedule (Marks)					
Lectures	Practical	Credits		Theory		Practical Ex.		Total	
5	-	5	25	3Hrs.	100	-	-	125	
Pre-requisite		Source	Semester	Theory	Test	Total	TW	PR	Gr Total
4609		MOP		75	25	100	25	-	125

**RATIONALE:-** People say that 90% of office workers working day is spent in some form of communication and that is why this course is introduced in this programme to improve and enrich the abilities of students in communicating effectively at all the levels.

COURSE CONTENTS		Hrs	Mks
<b>1. MANAGERIAL COMMUNICATION</b>		14	20
-What is it any way? Can we have effective organisation without effective communication? Why people prefer to do business with organisations that communicates well?, Back to basic view, What is wrong with the simplified view of communication? , Three Rules for better understanding, Some troublesome misconceptions, Is management only communication?		12	15
<b>2. PERSONAL COMMUNICATIONS STYLES</b>		12	15
Why words do not have meaning but people have? Words can do what?, Communication style & personality problems, Non-verbal communication speaks louder than words.		12	15
<b>3. ORGANISATIONAL CLIMATE OF COMMUNICATION</b>		12	15
Key questions, that define psychological climate, Clarity organisational Goals, Clarity of tasks, Understanding Roles and functions of others, What does the organisation want from me?, What will happen if I speak up?, Should I really say what I think?, How am I treated compared to others?, How am I doing?		12	15
<b>4. COMMUNICATION PROCESS &amp; FLOW</b>		16	20
Elements of organisation- communication-system, Communication flow and networks of interaction, the serial transmission effects, Other factors affecting the integrity of interaction.		16	20
<b>5. ORAL COMMUNICATION IN MANAGEMENT</b>		14	15
Conversation: An exchange of perception, expressing approval & worker motivation, Praise and criticism, Giving Instructions, Telephone Usage Interactional communication, Meetings and overuse of meetings, Advantages of meetings, disadvantages of meetings, To meet or not to meet, Types of committee, Five major elements of effective meeting, Meeting climate, Leadership and internal workings of meetings, Post meeting evaluation & follow-up, Coping with conflict.		14	15
<b>6. ORAL PRESENTATIONS</b>		80	100
Purpose and listener Analysis, Overcoming Nervousness, planning the content of talk, Conveying your credibility, Listening and difference from Hearing, Bad Listening habits, Positive steps to better listening, motivation to listen better.		80	100
<b>Total</b>			

**NOTES:-** Only short answer questions are to be set for examination paper, Adequate Internal choice is to be provided.

#### REFERENCE BOOKS

1. Hunter David: Supervisory Management (RESTON)
2. Drucker Peter: Management Tasks, Responsibilities (HARPER)
3. Wiesman Walter : Wall-To-Wall Organisational Communication(SRA)
4. Hatch Richard : Communicating In Business (SRA)