UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

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Subject Code	Subject Name	Category		L	P	O	Credits	Inst. Hours	CIA	External	Total
434S1A	Soft Skills I – Executive Communication	Soft Skills	-	-	2	-	2	30	25	75	100
Course Objectives											
C1	To acquire communication aware		are ;	goir	ng to	o ge	t fo	r the	indus	stry.	
C2	To make the customer realize that you can provide them with information and other essential things									and	
C3	To explore the skill of writing but	siness prop	osa	ıls							
C4	To develop a plan for the meeting	s and inter	viev	WS							
C5	To analyze the skills required for	non-verba	l co	mm	nuni	cati	on				
	SYLLA	ABUS									
UNIT	Details								No. of Course Hours Objectives		
I	UNIT 1- Communication: Meaning and Significance of Communication for Management- Types of Communication Factors Affecting Effectiveness of Communication- Barriers to Communication- Principles of Effective Communication Dyadic Communication- Face-to-face Communication. Other Modes of Communication.							6		C1	
II	UNIT 11- Business Correspondence: Planning Business Messages: Analyzing the Task, Anticipating the Audience. Adapting the Message Organizing and Writing Business Messages: Patterns of organization, Use of Tools such as Mind Maps, Composing the Message-Norms for Business Letters Letters for Different Kinds of Situation: Personalized Standard Letters, Enquiries, Inviting Quotations, Sending Quotations, Placing Orders, Inviting tenders, Claim letters, Customers Complaints, Collection Letters, Sales Promotion Letters- Revising Business Messages: Revising for Clarity. Conciseness and Readability, Proof reading and Evaluating- Letters of application and resume.							6		C	2

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UNIT III- Business Reports and Proposals: Structure of Reports- Long and Short Reports: Formal and Informal Reports- Writing Research Reports- Technical Reports- Norms for Including Exhibits and Appendices-Writing Business Proposals. UNIT IV- Conducting Meetings and Interviews: Procedure for Conducting Meetings Preparing Agenda, Minutes and Resolutions- Conducting Seminars and Conferences- Procedure of Regulating Speech-Participating in Debates and Group Discussions-Presentation Skills- Fluency Development Strategies-Attending and Conducting Interviews- Listening. UNIT V- Non-verbal Communication: Personal Appearance- Posture- Body Language- Reading Nonverbal Messages- Use of Charts. Diagrams and Tables- Visual and Audio-visual Aids for Communication. Total 30 Communication. Total 30 Program Outcomes Course Outcomes Course Outcomes Course Outcomes Course Outcomes Course On completion of this course, students will; Program Outcomes Co Development of skills on developing Business PO4, PO6 Co Development of skills on preparing Business Reports and Proposals To draft effective business correspondence with brevity, and clarity in designing and developing clean and lucid organizing skills. To demonstrate his/her verbal and non-verbal communication ability through presentations.						
III Informal Reports- Writing Research Reports- Technical Reports- Norms for Including Exhibits and Appendices-Writing Business Proposals. UNIT IV- Conducting Meetings and Interviews: Procedure for Conducting Meetings- Preparing Agenda, Minutes and Resolutions- Conducting Seminars and Conferences- Procedure of Regulating Speech-Evaluating Oral Presentations Drafting Speech-Participating in Debates and Group Discussions-Presentation Skills- Fluency Development Strategies-Attending and Conducting Interviews- Listening. UNIT V- Non-verbal Communication: Personal Appearance- Posture- Body Language- Reading V Nonverbal Messages- Use of Charts. Diagrams and Tables- Visual and Audio-visual Aids for Communication. Total 30 Course Outcomes Course Outcomes Course On completion of this course, students will; Program Outcomes Course Outcomes Course Outcomes Course Outcomes To draft effective business correspondence with brevity, and clarity in designing and developing clean and lucid organizing skills. COS To demonstrate his/her verbal and non-verbal PO4 PO6		UNIT III- Business Reports and Proposals: Structure				
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Tables- Visual and Audio-visual Aids for Communication. Total 30 Course Outcomes Course Outcomes Co1 Understanding of theories and concepts, types and various modes of communication in organizations CO2 Development of skills on developing Business Correspondence CO3 Development of skills on preparing Business Reports and Proposals To draft effective business correspondence with brevity, and clarity in designing and developing clean and lucid organizing skills. CO4 To demonstrate his/her verbal and non-verbal PO4 PO6		Appearance- Posture- Body Language- Reading		C5		
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To draft effective business correspondence with brevity, and clarity in designing and developing clean and lucid organizing skills. To demonstrate his/her verbal and non-verbal PO4, PO6		Correspondence				
To draft effective business correspondence with brevity, and clarity in designing and developing clean and lucid organizing skills. To demonstrate his/her verbal and non-verbal PO4 PO6	CO3	Development of skills on preparing Business Reports	PO4_PO6			
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and lucid organizing skills. To demonstrate his/her verbal and non-verbal PO4 PO6		To draft effective business correspondence with	PO4, PO6			
To demonstrate his/her verbal and non-verbal PO4 PO6	CO4					
CO5 PO4 PO6		and lucid organizing skills.				
communication ability through presentations.			PO4 PO6			
	COS	To demonstrate his/her verbal and non-verbal	PΩ	4 PO6		

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Reading List						
1.	https://www.skillsyouneed.com/ips/communication-skills.html					
2.	https://mtbt.fpg.unc.edu/more-baby-talk/10-ways-promote-language-and-					
	communication-skills-infants-and-toddlers					
3.	http://skillopedia.com					
4.	https://www.habitsforwellbeing.com/9-effective-communication-skills					
References Books						
1.	Chaney, L. and Martin, J., Intercultural Business Communication. Person, 4 ed.,					
	2008.					
2.	Chaturvedi, Business Communication, Person, 2 edition, 2011					
3.	Bovec L. Courtland and John V. Thill, Business Communication Today, 10 ed.,					
3.	Pearson Education, New Delhi, 2011.					
	American Management Association, The AMA Handbook of Business Writing:					
4.	The Ultimate Guide to Style, Usage, Punctuation, Construction and Formatting,					
	2010.					
5.	Gerson, Sharan J., and Steven M Gerson, Technical Writing: Process and					
	Product, Person Education, New Delhi, 2008					

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				3		3		
CO 2				3		3		
CO 3				3		3		
CO 4				3		3		
CO 5				3		3		

3-Strong 2-Medium 1-Low