

# BUSINESS COMMUNICATION FOR MANAGERIAL EFFECTIVENESS



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## Short Description

**PTU university mba BUSINESS COMMUNICATION FOR MANAGERIAL  
EFFECTIVENESS SOLVED PAPERS AND GUESS**

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**Product Details: PTU university mba BUSINESS COMMUNICATION FOR  
MANAGERIAL EFFECTIVENESS SOLVED PAPERS AND GUESS**

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**RATING OF BOOK: EXCELLENT**

### **ABOUT THE BOOK**

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## **BUSINESS COMMUNICATION FOR MANAGERIAL EFFECTIVENESS**

**Objective:** This course presents communication as integral to management and as a critical component for success in the workplace. The students will develop a foundation for designing effective messages, both written and oral, from concept to delivery. They will use various communication models to identify objectives, analyze audiences, choose information, and create the most effective arrangement and channel for that message. Particularly, the course emphasizes elements of persuasive communication: how to design messages for diverse and possibly resistant audiences and how to present that information in a credible and convincing way. Specifically, students will practice drafting and editing clear, precise, and readable written business documents as well as learn to design documents to make information easily accessible to a busy, executive-level reader. In addition, they will develop and deliver an individual presentation, using appropriate and effective visual support, in which they will present a persuasive argument that demonstrates relevance and benefits to an audience at different levels of expertise or interest and will learn and practice group communication.

### **UNIT - 1**

Understanding the Foundations of Business Communication: Business Communication concept, Communication Models, Communication Process, Characteristics of effective business communication, Barriers in communication environment, Communication and Ethics, Cross Cultural Communication; Guidelines for successful collaborative writing, Social networking technologies in business communication, Importance of listening, business etiquette & nonverbal Communication

### **UNIT - II**

The Three-Step Writing Process: Importance of analyzing the situation before writing a message, Information-gathering options, Information organization, Writing Business Communication: Adapting to your audience, Crafting brief messages, Crafting messages for electronic media, Writing routine and positive messages, Writing negative messages; Planning, Writing, and Completing Reports and Proposal and Emails.

### **UNIT – III**

Designing and Delivering Oral and Online Presentations: Developing oral and online presentations, Enhancing presentations with slides and other visual aids, Just-A-Minute Presentation, Individual/Group Presentations, Feedback and overcoming Glossophobia, Group discussion.

### **UNIT - IV**

Writing Employment Messages and Interviewing for Jobs: Employment strategy, Planning, writing and completing your resume, Applying and Interviewing for Employment: Understanding, preparing and follow-up, Role Play and Simulation games – Employer - employee and Interviewer – interviewee relationship.

## **Details**

- 1. Books by courier**
- 2. Delivery in 5-7 days**
- 3. Courier india only**
- 4. Rating of product : largest selling**

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