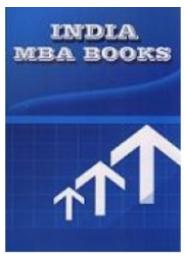
# MANAGERIAL COMMUNICATION SKILLS



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#### PREVIEW OF CHAPTERS SYLLABUS

### MANAGERIAL COMMUNICATION SKILLS

Objective: to equip the students with the necessary techniques and skills of communication to

inform others, inspire them enlist their activity and willing cooperation in the performance of

their jobs.

**Unit – I : Role of Communication in Business – Objective of Communication – The Process of** 

**Human Communication – Media of Communication, Written Communication – Oral** 

Communication – Visual Communication, Audio Visual Communication – Silence - Developing

**Listening Skills – Improving Non–verbal Communication kills – Understanding Cultural Effects** 

of Communication.

**Unit – II: Managing Organization Communication - formal and Informal Communication- Intra** 

and Personal Communication – Models for Inter Personal Communication – Exchange Theory,

Johari Window and Transactional Analysis.

**Unit-III: Managing Motivation to Influence Interpersonal Communication – Inter- Personal** 

**Perception – Role of Emotion in Inter Personal Communication- Communication Styles –** 

Barriers of Communication – Gateways to Effective Interpersonal Communication Unit-IV: Business Writing Skills – Significance of Business Correspondence, Essentials of

Effective Business Correspondence, Business Letter and Forms, Oral Presentations – Meetings,

**Telephone Communication – Use of Technology in Business Communication, E-mail Messages.** 

**Unit-V: Report Writing – Meaning and Significance; Structure of Reports; Negative, Persuasive** 

and Special Reporting; Informal Report – Proposals; Formal Reports; Organization of Press Report

## **Details**

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