

Managerial Communication



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3.3: MANAGERIAL COMMUNICATION

Unit-I

The Role of and Process of Communication. Barriers to Communication Surmounting Barriers to Communication, Types of Communication; Listening Process - Elements of Good Listening - Improving Listening Competence. Importance of Feedback - Principles of Feedback.

Unit-II

Characteristics of Non-Verbal Communication - Types and Functions of Non-Verbal communication - Interpreting Non-Verbal Communication; Negotiations - Approaches to Negotiations - Preparing for and Conducting Negotiations.

Unit-III

Making Presentations - Choosing a Method of Speaking - Analyzing the Audience - Nonverbal Dimensions of Presentations - Speeches for Commemorative Occasions - Effective Presentation Strategies. Persuasive Speaking.

Unit-IV

Report Writing - Types of Reports - Structure of Reports - Individual and Committee Reports - Essentials of Good Report Writing. Business Letters -Drafting Letters Relating to Enquiries and Replies; Orders and Replies; Complaints & Claims. Effective Business Correspondence. Drafting A Resume.

Unit-V

Media Relations - Building Better Relations with Media. Investor Relations -Framework for Managing Investor Relations. Managing Government Relations - Ways and Means of Managing Governing Power. Crisis Communication -Do's and Dont's in the Wake of a Crisis.

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