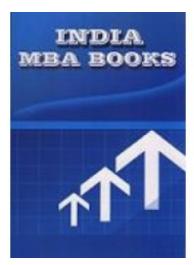
# **Managerial Communication**



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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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