



Visvesvaraya Technological University

"Jnana Sangama" Belagavi-590018, Karnataka State, India

Dr. A. S. Deshpande B.L., M.Tech., Ph.D.
Registrar

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Ref: VTU/BGM/SO2/2020-21/22.

Dated: 21 APR 2021

Revised- NOTIFICATION

Subject: Revised-Academic Calendar for I sem PG programmes for year 2020-21

Reference: Hon'ble Vice-Chancellor Approval dated 01.04.2021

Revised-Academic Calendar for 1 semester of M.Tech./M.Arch./MBA/MCA programmes, for the Year 2020-21 is hereby notified as enclosed.

The Principals of Affiliated, Constituent, and Autonomous Engineering Colleges are hereby informed to bring the contents of this Notification to the notice of all the concerned.

Sd/-
REGISTRAR

Encl: As mentioned above.

To,

1. The Principals of all affiliated/ constituent /Autonomous Engineering Colleges under the ambit of VTU Belagavi.
2. The Chairpersons of all Departments, Centres for PG Studies in Belagavi, Kalaburgi, Muddenahalli, and Mysore.

Copy to.

1. To the Hon'ble Vice-Chancellor through the secretary to VC, VTU Belagavi for information
2. The Registrar (Evaluation), VTU Belagavi for information.
3. The Regional Directors (i/c) of all the regional offices of VTU for circulation.
4. The Special Officer CNC VTU Belagavi for uploading on VTU website
5. PS to Registrar VTU Belagavi
6. All the concerned Special Officer/s and Caseworker/s of the academic section, VTU, Belagavi

REGISTRAR

21/4/21

Revised Academic Calendar of VTU, Belagavi for year 2020-21
First Semester - M. Tech/M. Arch/MBA/MCA,

	I Semester M. Tech.	I Semester M. Arch.	I Semester MBA	I Semester MCA
Commencement of ODD Semester	18.01.2021	18.01.2021	18.01.2021	18.01.2021
Last Working day of ODD Semester	30.04.2021	30.04.2021	30.04.2021	30.04.2021
Practical Examinations	17.05.2021	17.05.2021
	To 21.05.2021			To 21.05.2021
Theory Examinations	03.05.2021	03.05.2021	03.05.2021	03.05.2021
	To 15.05.2021	To 15.05.2021	To 15.05.2021	To 15.05.2021
Internship Viva-Voce
Professional training / Organization study
Commencement of EVEN Semester	24.05.2021	24.05.2021	24.05.2021	24.05.2021

Note:

- The Institute needs to function for six days a week with additional hours (Saturday is a full working day).
- The faculty/staff shall be available to undertake any work assigned by the university.
- If any of the above dates are declared to be a holiday then the corresponding event will come into effect on the next working day.
- Notification regarding the Calendar of Events relating to the conduct of University Examinations will be issued by the Registrar (Evaluation) from time to time.
- Academic Calendar may be modified based on guidelines/directions issued in the future by MHRD/UGC/AICTE/State Government.
- In case if any changes are to be effected by Autonomous Colleges in the academic terms and examination schedule, they could do so with the approval of the University.


REGISTRAR

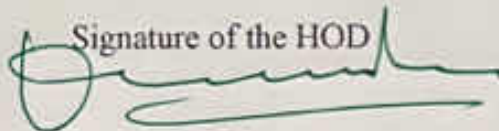
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P.G DEPARTMENT OF MANAGEMENT STUIDES

CALENDER of EVENTS - EVEN SEM-2021-22

Sl.No	DATE	ACTIVITY
1	8-Nov-21	Commencement of Third Semester Classes
2	15-Nov-21	Indusrtial Visit to Third semester MBA students
3	23-Nov-21	Webinar on "Money Management and Career Opportubites Post Covid Scenario"
3	27-Nov-21	Commencement of First IA for Third semester MBA students
4	6-Nov-21	Talk By Corporate Guest
5	10-Jan-22	Commencement Induction Program for First Semester MBA
6	4-Jan-22	Talk By Corporate Guest
7	24-Jan-22	Commencement of Second IA for Third semester MBA students
8	18-Feb-22	Talk By Corporate Guest
9	21-Feb-22	Commencement of Third IA for Third semester MBA students
10	28-Feb-22	Last Date of Working for Third Semester MBA
11	2-Mar-22	Commencement of VTU Theory for fouth semester MBA students


Signature of the
Academic Co-ordinator

Signature of the HOD

Dr. Prakasha Rao K. S.
M.Com., M.Phil., M.F.M., M.B.A., Ph.D
Head: P.G. Dept. of Mgt. Studies
CHIKKAMAGALURU-577102

MANAGERIAL COMMUNICATION			
Course Code	20MBA16	CIE Marks	40
Teaching Hours/Week (L:T:P)	3:0:2	SEE Marks	60
Credits	04	Exam Hours	03
Course Objectives: 1. To enable the students to become aware of their communication skills and sensitize them to their potential to become successful managers. 2. To enable learners with the mechanics of writing and also help them to draft business letters in English precisely and effectively. 3. To introduce the students to some of the practices in managerial communication those are in vogue. 4. To prepare students to develop the art of business communication with emphasis on analysing business situations. 5. To train Students towards drafting business proposals.			
Module -1 Introduction			7 hours
Introduction: Meaning & Definition, Role, Classification – Purpose of communication – Communication Process – Characteristics of successful communication. Communicating within Organizations – Levels of communication, Communication flow, Communication barriers, Media choices, Legal Consequences and Ethics, Communication in a cross-cultural setting.			
Module -2 Oral Communication			7 hours
Oral Communication: Meaning – Principles of successful oral communication, Conversation control –Reflection and Empathy: two sides of effective oral communication. Oral Presentation: Role of business presentations, Planning and Organizing Presentation, Planning Team and Online Presentations, Developing Visual Support for Business presentation, Practicing and Delivering Presentation – Refining your delivery. Business Pitch: 10 steps in Pitching, Elevator Pitching Class room Exercise: Business pitch with video recording using PowerPoint and feedback.			
Module -3 Written Communication			9 hours
Written Communication: Purpose of writing – Clarity in writing –Principles of effective writing – Approaching the writing process systematically: The 3X3 writing process for business communication Pre writing – Writing – Revising. Audience analysis, Writing Positive, Neutral, Persuasive and Bad-news Messages Types of Written Communication in Business: Business Letters, Employee Reviews, Recommendation Letters, Thank You Letters, Memos, proposals and Reports, Planning Documents, Press Releases, Proactive Media Writing and E-mail.			
Module -4 Business Reports			9 hours
Business Reports: Purpose, Kinds and Objectives of reports – Organization & Preparing reports, short and long reports Writing, writing executive summary. Business Case Analysis: What is a case? Characteristics of Case and its Analysis, Process of Case Analysis, Requirements of Case analysis, The structure of written cases analysis. Meeting Documentation: Notice, Agenda, and Resolution & Minutes Assignment: Executive summary to be submitted.			
Module -5 Employment communication			9 hours
Employment communication: Putting your best self forward, Preparing your resume, Writing covering letters and Inquiry Emails, Preparing for a Job Interview, Conducting Yourself during the Interview, Following up throughout the process, Practicing business etiquette. Business Meetings: Format, planning, facilitating, participating and following-up. Lab component: Video conferencing across stakeholders.			

Module-6 Interpersonal Communication**9 hours****Interpersonal Communication:** Nonverbal communication and Listening.**Conflict Management and Negotiation skills:** Meaning and characteristics of Conflict, Conflict management through communication, Managing the process of communication in Conflict, Verbal skills for communicating in conflict. Communication for effective negotiation – Meaning, nature and need for negotiation, Factors affecting negotiation, stages in negotiation process, Negotiation strategies.**Technological Advancement and Business Communication:** Intranet, Internet, Teleconference, Video conference, Blogs, Webinars, Chat rooms, Voice and Text messaging.**Social Media:** Introduction, Characteristics, Classification, Nature and scope of Six types of Social Media, Choosing the most suitable social media. Using Social Media to build business relationships.**Lab component: Creating a Blog****Note:** Suggested for practical component: Effective Communication Development.

Subject faculty to design suitable practical components for the topics in syllabus.

Course Outcomes:

At the end of the course the student will be able to:

1. The students will be aware of their communication skills and know their potential to become successful managers.
2. The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively.
3. Students will get exposure in drafting business proposals to meet the challenges of competitive environment.
4. The students will be introduced to the managerial communication practices in business those are in vogue.
5. Students will get trained in the art of Interpersonal communication and technological advancement and social media usage in communications, with emphasis on analysing business situations.

Practical component:

- Make students enact and analyze the non-verbal cues.
- Conduct a mock meeting of students in the class identifying an issue of their concern. The students should prepare notice, agenda and minutes of the meeting.
- Organize a mock press conference addressing to the launch of new product by an organization.
- Students should be given an assignment to draft a proposal to undertake research project.
- Video conferencing across stakeholders
- Create a Blog
- Business pitch with video recording using PowerPoint and feedback

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X	X		X	
CO2	X	X	X		
CO3	X	X	X		X
CO4	X	X			
CO5	X	X	X		X

<i>AIT</i>	<i>Lesson Plan & Execution</i>	
<i>Name of the Faculty</i>	<i>Mrs Aruna Saganali</i>	
<i>Dept-Sem-Sec:</i>	<i>MBA-1-A</i>	
<i>Date of Commencement</i>	<i>14 Feb 2022</i>	
<i>Last working day of Semester</i>	<i>10 Jun 2022</i>	
<i>Source Material List</i>		
1	Communicating in Business Ober Newman Cengage 8 th Edition, 2018	
2	BCOM A South-Asian Perspective Lehman, Dufrene,Sinha Cengage Learning 2 nd Edition, 2012	
3	Business Communication P.D Chaturvedi Mukesh Chaturvedi Pearson 3 rd Edition, 2013	
4	Business and Professional Communication Kelly m. Quinanilla Shawn T. Wahi SAGE South Asia Edition 2017	
1	Communicating in Business Williams, Krizan Logan, Merrier Cengage Learning 8 th Edition, 2017	
2	Business Communication: Process Mary Ellen Guffley Cengage Learning 3 rd Edition, 2002	
3	Business Communication Lesikar, Flatley, Rentz ,Pande TMH 11th Edition, 2011	
4	Communicating in Business Williams, Krizan, Logan & Merrier Cengage Learning 8e, 2014	
<i>Course Outcome List</i>		

1.	The students will be aware of their communication skills and know their potential to become successful managers.
2.	The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively.
3.	Students will get exposure in drafting business proposals to meet the challenges of competitive environment.
4.	The students will be introduced to the managerial communication practices in business those are in vogue.
5.	Students will get trained in the art of Interpersonal communication and technological advancement and social media usage in communications, with emphasis on analysing business situations.
Subject Name	MANAGERIAL COMMUNICATION

Period	Planned			Execution		
	Date	Topic	Source material to be referred	Date	Topic	Source material to be referred
Module 1						
1	14 Feb 2022	Introduction: Meaning & Definition, Role		14 Feb 2022	Introduction: Meaning & Definition, Role	TEXT 1
2	15 Feb 2022	Classification , Purpose of communication		15 Feb 2022	Classification, Purpose of communication	TEXT 1
3	16 Feb 2022	Communication Process , Characteristics of successful communication		16 Feb 2022	Communication Process, Characteristics of successful communication	TEXT 1
4	17 Feb 2022	Communicating within Organizations		17 Feb 2022	Communicating within Organizations	TEXT 1
5	18 Feb 2022	Levels of communication		18 Feb 2022	Levels of communication	TEXT 1
6	21 Feb 2022	Communication flow		21 Feb 2022	Communication flow	TEXT 1
7	22 Feb 2022	Communication barriers		22 Feb 2022	Communication barriers	TEXT 1
8	23 Feb 2022	Media choices		23 Feb 2022	Media choices	TEXT 1
9	23 Feb 2022	Legal Consequences and Ethics		23 Feb 2022	Legal Consequences and Ethics	TEXT 2
10	23 Feb 2022	Communication in a cross-cultural setting		23 Feb 2022	Communication in across-cultural setting	TEXT 2
Module 2						
11	24 Feb 2022	Meaning		24 Feb 2022	Meaning	TEXT 2
12	25 Feb 2022	Principles of successful oral communication		25 Feb 2022	Principles of successful oral communication	TEXT 2
13	28 Feb 2022	Conversation control		28 Feb 2022	Conversation control	TEXT 2
14	2 Mar 2022	Reflection and Empathy: two sides of effective oral communication		2 Mar 2022	Reflection and Empathy: two sides of effective oral communication	TEXT 2
15	3 Mar 2022	Role of business presentations, Planning and Organizing Presentation		3 Mar 2022	Role of business presentations, Planning and Organizing Presentation	TEXT 2

Period	Planned			Execution		
	Date	Topic	Source material to be referred	Date	Topic	Source material to be referred
16	4 Mar 2022	Planning Team and Online Presentations, Developing Visual Support for Business presentation		4 Mar 2022	Planning Team and Online Presentations, Developing Visual Support for Business presentation	TEXT 2
17	7 Mar 2022	Practicing and Delivering Presentation , Refining your delivery		7 Mar 2022	Practicing and Delivering Presentation, Refining your delivery	TEXT 2
18	8 Mar 2022	10 steps in Pitching		8 Mar 2022	10 steps in Pitching	TEXT 2
19	8 Mar 2022	10 steps in Pitching		8 Mar 2022	10 steps in Pitching	TEXT 2
20	8 Mar 2022	Elevator Pitching		8 Mar 2022	Elevator Pitching	TEXT 2
Module 3						
21	9 Mar 2022	Written Communication: Purpose of writing , Clarity in writing		9 Mar 2022	Written Communication: Purpose of writing, Clarity in writing	TEXT 3
22	10 Mar 2022	Principles of effective writing , Approaching the writing process systematically: The 3X3 writing process for business communication Pre writing		10 Mar 2022	Principles of effective writing, Approaching the writing process systematically: The 3X3 writing process for business communication Pre writing	TEXT 1
23	11 Mar 2022	Writing , Revising		11 Mar 2022	Writing, Revising	TEXT 3
24	14 Mar 2022	Audience analysis, Writing Positive		14 Mar 2022	Audience analysis, Writing Positive	TEXT 2
25	15 Mar 2022	Neutral, Persuasive and Bad-news Messages		15 Mar 2022	Neutral, Persuasive and Bad-news Messages	TEXT 3
26	16 Mar 2022	Business Letters, Employee Reviews		16 Mar 2022	Business Letters, Employee Reviews	TEXT 4
27	17 Mar 2022	Recommendation Letters, Thank You Letters		17 Mar 2022	Recommendation Letters, Thank You Letters	TEXT 3
28	18 Mar 2022	Memos, proposals and Reports		18 Mar 2022	Memos, proposals and Reports	TEXT 3
29	21 Mar 2022	Planning Documents, Press Releases		21 Mar 2022	Planning Documents, Press Releases	TEXT 3
30	22 Mar 2022	Proactive Media Writing and E-mail		22 Mar 2022	Proactive Media Writing and E-mail	TEXT 3
Module 4						
31	23 Mar 2022	Purpose, Kinds and Objectives of reports		23 Mar 2022	Purpose, Kinds and Objectives of reports	TEXT 4

Period	Planned			Execution		
	Date	Topic	Source material to be referred	Date	Topic	Source material to be referred
32	24 Mar 2022	Organization & Preparing reports		24 Mar 2022	Organization & Preparing reports	TEXT 2
33	25 Mar 2022	short and long reports Writing		25 Mar 2022	short and long reports Writing	TEXT 2
34	28 Mar 2022	writing executive summary		28 Mar 2022	writing executive summary	TEXT 1
35	29 Mar 2022	What is a case? Characteristics of Case and its Analysis, Process of Case Analysis		29 Mar 2022	What is a case? Characteristics of Case and its Analysis, Process of Case Analysis	TEXT 3
36	30 Mar 2022	Requirements of Case analysis		30 Mar 2022	Requirements of Case analysis	TEXT 3
37	31 Mar 2022	The structure of written cases analysis		31 Mar 2022	The structure of written cases analysis	TEXT 1
38	1 Apr 2022	Notice		1 Apr 2022	Notice	TEXT 2
39	4 Apr 2022	Agenda		4 Apr 2022	Agenda	TEXT 3
40	5 Apr 2022	and Resolution & Minutes		5 Apr 2022	and Resolution & Minutes	TEXT 1
Module 5						
41	6 Apr 2022	Putting your best self forward, Preparing your resume		6 Apr 2022	Putting your best self forward, Preparing your resume	TEXT 1
42	7 Apr 2022	Writing covering letters and Inquiry Emails, Preparing for a Job Interview		7 Apr 2022	Writing covering letters and Inquiry Emails, Preparing for a Job Interview	TEXT 2
43	8 Apr 2022	Conducting Yourself during the Interview		8 Apr 2022	Conducting Yourself during the Interview	TEXT 1
44	11 Apr 2022	Following up throughout the process		11 Apr 2022	Following up throughout the process	TEXT 1
45	12 Apr 2022	Practicing business etiquette		12 Apr 2022	Practicing business etiquette	
46	13 Apr 2022	: Format		13 Apr 2022	: Format	TEXT 2
47	18 Apr 2022	: Format		18 Apr 2022	: Format	TEXT 2
48	19 Apr 2022	planning		19 Apr 2022	planning	TEXT 1
49	20 Apr 2022	facilitating		20 Apr 2022	facilitating	TEXT 1
50	21 Apr 2022	participating and following-up		21 Apr 2022	participating and following-up	TEXT 1
Module 6						
51	22 Apr 2022	Interpersonal Communication: Nonverbal communication and Listening, Conflict Management and Negotiation skills: Meaning and characteristics of Conflict, Conflict management through communication		22 Apr 2022	Interpersonal Communication: Nonverbal communication and Listening, Conflict Management and Negotiation skills: Meaning and characteristics of Conflict, Conflict management through communication	TEXT 2

Period	Planned			Execution		
	Date	Topic	Source material to be referred	Date	Topic	Source material to be referred
52	25 Apr 2022	Managing the process of communication in Conflict, Verbal skills for communicating in conflict, Communication for effective negotiation		25 Apr 2022	Managing the process of communication in Conflict, Verbal skills for communicating in conflict, Communication for effective negotiation	TEXT 3
53	26 Apr 2022	Meaning, nature and need for negotiation, Factors affecting negotiation		26 Apr 2022	Meaning, nature and need for negotiation, Factors affecting negotiation	TEXT 4
54	27 Apr 2022	stages in negotiation process, Negotiation strategies		27 Apr 2022	stages in negotiation process, Negotiation strategies	TEXT 4
55	28 Apr 2022	Intranet, Internet, Teleconference		28 Apr 2022	Intranet, Internet, Teleconference	TEXT 2
56	29 Apr 2022	Video conference, Blogs, Webinars		29 Apr 2022	Video conference, Blogs, Webinars	TEXT 4
57	2 May 2022	Chat rooms, Voice and Text messaging		2 May 2022	Chat rooms, Voice and Text messaging	TEXT 4
58	4 May 2022	Introduction, Characteristics		4 May 2022	Introduction, Characteristics	TEXT 2
59	5 May 2022	Classification, Nature and scope of Six types of Social Media		5 May 2022	Classification, Nature and scope of Six types of Social Media	TEXT 3
60	6 May 2022	Choosing the most suitable social media, Using Social Media to build business relationships		6 May 2022	Choosing the most suitable social media, Using Social Media to build business relationships	TEXT 2

Module No.	# of Classes Planned(till date)	Planned Effort(till date)	# of Classes Executed(till date)	Actual Effort (till date)	% Coverage
1	10	8hrs 20min	10	8hrs 20min	100.0
2	10	8hrs 20min	10	8hrs 20min	100.0
3	10	8hrs 20min	10	8hrs 20min	100.0
4	10	8hrs 20min	10	8hrs 20min	100.0
5	10	8hrs 20min	10	8hrs 20min	100.0
6	10	8hrs 20min	10	8hrs 20min	100.0

Faculty in charge

Signature of Principal (&remark if any)

HOD's Signature

Dr. Prakasha Rao K. S.

M.Com, M.Phil, M.F.M, M.B.A, Ph.D
 head: P.G. Dept. of Mgt. Studies
 CHIKKAMAGALURU-577102

USN : _____



Adichunchanagiri Institute of Technology
DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION
I - INTERNAL ASSESSMENT

Semester: 1-Scheme 2020

Date: 06

Apr 2022

Subject: MANAGERIAL COMMUNICATION (20MBA16)

Time: 03:00 PM -

04:00 PM

Faculty: Mrs Aruna Saganali

Max Marks: 25

Part - A

Answer any 1 question(s)

Marks CO PO BT/CL

1a. Define Communication.

[3.0] [1,2] [1, 2] [1]

1b. What are the steps in preparing a presentation?

[7.0] [2,3] [2, 3] [1]

1c. 7C'S of effective communication.

[10.0] [1,2] [1, 2] [1]

2a. What is Empathy.

[3.0] [3,4] [3, 4] [1]

2b. Explain the different roles of communication in business.

[7.0] [2,3] [2, 3] [1]

2c. Briefly explain the principles of successful oral communication.

[10.0] [4,5] [4, 5] [1]

Part - B

Answer all questions

Marks CO PO BT/CL

3. What are the natures of communication?

[5.0] [2,3] [2, 3] [1]

Adichunchanagiri Institute of Technology
DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION
I - INTERNAL ASSESSMENT-

Scheme of evaluation

Subject: MANAGERIAL COMMUNICATION (20MBA16)

Define Communication.

The term communication is derived from the latin word *communicare* which refers to sharing, Contributing, informing, popularising and spreading. Communication can be expressed as a process in which individuals share their views suggestions, evidence, thoughts and feelings. Communication is a process which includes the sharing of information and mutual understanding among the individuals at some or different level.

7C'S of effective communication.

1. Conciseness

One should be very specific and able to communicate in at least possible words without letting both vertus of other C's in business communication. Conciseness is one of the essential conditions for effective communication and a concise message is complete without being Lengthy, such a message is time saving and less expensive for both the sender and the receiver.

2. Correctness

In business communication the word correctness means using appropriate level of language, accuracy, facts, figures and words. If the information is not communicated in a proper manner the sender can lose his trustworthiness. Wrong information conveyed can hamper the decision making process and can ruin the image of the firm. With accurate use of grammar, composition, correct words and selecting the right communication level according to the receiver level, the correctness of communication can be determined.

3. Concreteness

The concreteness of the message is very important for the successful communication. It is been specific, Exact and clear rather than being Unclear and general, we cannot make diagrams, graphs or tables in oral communication to express the views clearly but we can use brief and specific words with the support of relevant facts and figures to communicate the right message. If the message is precise the receiver would be more likely to interpret the message as the sender has proposed.

4. Clarity

The principle of clarity implies two branches clarity of thoughts and clarity of expression. The communication process starts with the thought generation in the mind of the communicator. The idea that is to be communicated should be clear in words so that thereceiver can interpret it in the same context in which it is communicated.

Clarity of expression it means that there should not be any element of doubt in the message, To fulfill this objective the idea that has to be communicated should be very much cleared in the mind of the sender.

5. Completeness

It means that the speaker should be very clear in his mind

What he is going to communicate ,

The reason why he wants to communicate,

To whom he wants to communicate and

When he wants to communicate and

How should he communicate.

6. Consideration

Consideration usually means the process of considering or allowing. For an effective communication one should think and see from the point of view of the receiver. The sender

should follow a relevant approach and understand the emotions, sentiments and the needs of the receiver.

7. Courtesy

The term courtesy means the friendly and caring attitude for others. The communication could be enhanced with polite manner, it motivates the participative communication. A message with courtesy strengthens existing business relations. It helps in enhancing the social circle and building goodwill of the organisation.

What is Empathy.

In its simplest form, empathy is the ability to recognize emotions in others, and to understand other people's perspectives on a situation. At its most developed, empathy enables you to use that insight to improve someone else's mood and to support them through challenging situation.

Explain the different roles of communication in business.

1. **Managing complex situation.**
2. Establishing cooperation and understanding.
3. Effective management of organization
4. Facilitates cohesion.
5. Fewer layouts
6. Better customer interaction
7. Ease of information collection and dissemination.

Briefly explain the principles of successful oral communication.

1. Well planned:

Before presenting something, there should be proper planning regarding the audience, topics to be delivered, timing and other factors. So a person must be well planned to deliver his speech.

2. Clear pronunciation:

To make oral Messages meaningful to receivers, words should be clearly and correctly pronounced. There should not be any lack of clarity, otherwise the communication would be a confusing one.

3. Brevity:

Effective oral communication desires that a message should be brief. If the sender took a long time for talking, his message may not get the attention of the receiver.

4. Precision:

Precision is needed to make oral communication effective. There should not be any confusing words rather a message to be delivered should be specific so that there is no misunderstanding.

5. Natural voice:

Any sort of a natural voice may distort the message. A natural voice can do a lot to make oral communication effective.

6. Logical sequence:

Ideas should be organised in a sequential way to make the message communicative and attractive. Unorganised ideas do not provide clear sense while a logical sequence of ideas gives a clear sense.

7. Suitable words:

Words have different meaning to different people in different situations in oral communication, the speaker should use the common, simple, and familiar words so that the receiver can react to the message without any problem.

8. Courteous:

Courtesy cost nothing but can earn many things. So the speaker should be courteous while addressing listeners. It helps create a good impression in the mind of listeners regarding The speaker.

9. Attractive presentation:

It is another principle to make oral communication effective. A speaker should deliver his speech in a very nice and sweet language so that the receiver is attracted to take part in the communication.

10. Avoiding emotions:

Speaker must control his emotions to make oral communication effective. Too much emotions will take the speaker away from the main subject.

What are the natures of communication?

1. Inevitable

Communication is a social psychological activity. If a person is facilitated with all the physical comfort but is not allowed to read right speak or listen he will become mentally weak and incapable of performing any task. Hence communication is very important.

2. Continuous Process

Communication is an ongoing process and not in our or a time Based event It includes various events and actions that are inter-contacted and dependent on each other.

3. Two-way Traffic

Communication is said to be incomplete unless the receiver is able to understand the message so it can be said that feedback is very necessary for an effective communication therefore communication is a two-way traffic.

4. Short Lived Process

It is said to be a short lived process because as soon as the receiver receives a message and understands it in the right context the communication process is completed.

5. Universal phenomenon

Communication takes place everywhere not only human beings but birds, animals, also communicate hence it is termed as universal or a widespread phenomenon.

6. Contextual

Communication always takes place in a particular context, similar words may lead to different meanings if spoken in different context. Therefore the meaning of communication words May change according to the context.

7. Leads to the achievement of organisational objective.

Effective communication leads to the achievement of organisational objectives by creating a scene of objectivity in the organisation.

8. Eliminates misunderstanding.

Misunderstanding occurs when there is a failure of interpret words or actions correctly. Communication removes misunderstanding among people and helps in developing good relationship.

USN : _____



Adichunchanagiri Institute of Technology
DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION
II - INTERNAL ASSESSMENT

Semester: I-Scheme 2020
May 2022

Date: 14

Subject: MANAGERIAL COMMUNICATION (20MBA16)
12:30 PM

Time: 11:30 AM -

Faculty: Mrs Aruna Saganali

Max Marks: 25

Part - A

Answer any 1 question(s)

Marks CO PO BT/CL

1a. What do you mean by Agenda?

[3.0] [2] [1] [1]

1b. Explain 3×3 Writing Process of business communication.

[7.0] [2] [3] [1]

1c. Briefly explain kinds of Business Reports.

[10.0] [2] [1] [1]

2a. What do you mean by Clarity in Writing?

[3.0] [3] [4] [1]

2b. What is the process of writing an Executive Summary?

[7.0] [4] [4] [1]

2c. Explain different types of Proposals.

[10.0] [3] [3] [1]

Part - B

Answer all questions

3. Draft a Notice for "Announcement of Sports Day".

[5.0] [1] [5] [3]

Adichunchanagiri Institute of Technology
DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION
II - INTERNAL ASSESSMENT-

Scheme of evaluation

Subject: MANAGERIAL COMMUNICATION (20MBA16)

1. A AGENDA.

A list containing various items, that are to be discussed in the meeting, is known as agenda. Some of the points that are already mentioned in the notice are also included in it, such as name of the organisation, venue and timing of the meeting.

1. B 3×3 writing process for business communication

Griffey illustrated the process of writing through his 3×3 model so uniquely that students understood the writing process very easily. 3×3 refers that the process is divided into three phases, which are further divided into three sub-steps. The first phase of the process is rewriting phase, second is the writing phase, and the final phase of the process is revising phase.

All of them are explained below

1. **Pre-writing phase:** the activities that comprises of pre-writing phase are as follows

a. **Analyse:**

Determine the purpose of writing.

Choose the channel that best suits the purpose. Keep the audience in mind.

b. **Anticipate:** Tried to forecast the reaction of audience by evaluating the message from the viewpoint of a reader.

c. **Adapt:** Designed a message in such a way that it can provide value to the reader.

2. **Writing Phase:** writing phase includes the following activity

a. **Research:** collect the data from formal as well as informal means.

b. **Organise:** Arrange all the ideas in the form of a list or an outline and then decide on a strategy accordingly.

c. **Compose:** write the first copy of the matter. Use of word processing software is recommended.

3. **Revising Phase:** the activities that come under revising fees are as follows

a. **Revise:** go through the matter and Check its tone and clarity in order to improve it.

b. **Proofread:** the grammatical errors, spelling and punctuation mistakes are corrected at this step.

c. **Evaluate:** lastly, the matter is evaluated to check whether it can achieve the intended purpose or not.

1.c Kinds of business reports.

1. On The Basis Of Legal Requirement:

1. Statutory Reports (**legal**)
2. Non-statutory Reports. (**non-legal**)

2. On The Basis Of Formality

1. Formal Reports (**structured**)
2. Informal Reports (**unstructured**)

3. On The Basis Of Function.

1. Informational Reports (**only data & facts**)
2. Interpretive Reports. (**draws conclusion**)

4. On The Basis Of Number Of Person.

1. Reports By Individuals. (**auditors, marketing manager**)
2. Reports By Committee Or Sub-committees. (**department**)

1 **Clarity in writing**

Using clear and comprehensible language is another technique used for effective writing. This implies that, while writing, simple and precise words must be used and jargons must be avoided.

1 Process of writing an executive

summary Read the Entire

Document.

Highlight the Important

Points. Identify the Main

Sections.

Combine the

Information. Re-

check the Summary.

4 .C Explain different types of Proposals.

1. According to the structure.

1. Non-formal proposal.

2. Formal proposal.

2. According to nature of the audience.

1. Internal proposal.

2. External proposal.

3. According to source of origin.

1. solicited proposal.

2. Unsolicited proposal.

4. According to the objective or content.

1. Business proposal.

2. Research proposal.

3. Technical proposal.

3 Students shall draft notice according to there intellectual.

USN : _____



Adichunchanagiri Institute of Technology
DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION
III - INTERNAL ASSESSMENT

Semester: 1-Scheme 2020

Date: 28

May 2022

Subject: MANAGERIAL COMMUNICATION (20MBA16)

Time: 11:30 AM -

12:30 PM

Faculty: Mrs Aruna Saganali

Max Marks: 25

Part - A

Answer any 1 question(s)

Marks CO PO BT/CL

1a. what is Business Etiquettes?

[3.0] [3,4] [1, 2, 3] [1]

1b. Explain Types of negotiation strategies.

[7.0] [3,5] [2, 4] [1]

1c. Briefly explain different Types Of Meeting.

[10.0] [3,4] [2, 4] [1]

2a. Define Conflict

[3.0] [3,4] [3, 4] [1]

2b. Explain Types of Interview For Selection Purpose.

[7.0] [2,4] [4] [1]

2c. what are the Impact Of Technological Advancement On Business Communication?

[10.0] [3,5] [2, 4] [1]

Part - B

Answer all questions

Marks CO PO BT/CL

3. what are the Characteristics of Social Media?

[5.0] [2,4] [2] [1]

**Adichunchanagiri Institute of Technology
Chikkamagaluru
P.G Dept. of Management Studies**

**Scheme of Evaluation-III INTERNALS
Managerial Communication**

What is Business etiquettes?

Business etiquettes are the rules that are followed in social relations, in business relations and in certain professionals. These are in fact considered a necessity but the time has changed and a modification in the etiquette is required.

What are the Negotiation Strategies?

Types of negotiation strategies.

1. Competitive/aggressive strategy. (complete win or complete loss)
2. Collaborative stand/problem-solving strategy. (best mutual result)
3. Compromising strategy. (dose not result in complete win of any party)
4. Accommodating strategy. (benefit to 1 party & anticipation to bring gain in future to other party)
5. Avoiding strategy. (not interested)

What are the Types Of Meeting?

1. Basis of purpose
 - A. Problem-solving meeting
 - B. Decision making meeting
 - C. Feed forward meeting
 - D. Feedback word meeting
 - E. Combination meeting
2. Basis of formality
 - A. Formal meeting
 - B. Informal meeting

Definition Of Conflict.

Conflict refers to demonstration of anger, revolt, negative behavior, violence, enmity and misconception. This is a result of difference in opinions of people or groups working within an organization.

According to joe kelly, "conflict is defined as opposition or dispute between persons, groups or ideas."

What are the Types Of Interview For Selection Purpose?

1. Preliminary interview
 - a) Informal interview
 - b) Unstructured interview
2. Core interview


- a) Background information interview
- b) Stress interview
- c) Formal and structured interview
- d) Panel interview
- e) Group interview
- f) Job and through Bing interview
- g) Depth interview

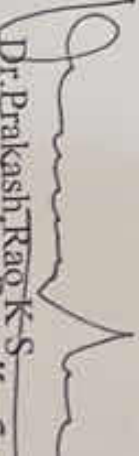
3. Decision making interview
(salary, allowance, benefits, promotions)

ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY, CHIKKAMAGALURU
P.G DEPARTMENT OF MANAGEMENT STUDIES

FIRST SEMESTER: SECOND INTERNALS TEST TIME TABLE: MAY 2022

DATE	START TIME	END TIME	SUBJECT CODE	SUBJECT NAME
12-May-2022	09:30 AM	10:30 AM	20MBA11	Management & Organizational Behavior
12-May-2022	02:30 PM	03:30 PM	20MBA12	Managerial Economics
13-May-2022	09:30 AM	10:30 AM	20MBA13	Accounting for Managers
13-May-2022	02:30 PM	03:30 PM	20MBA14	Business Statistics
14-May-2022	09:30 AM	10:30 AM	20MBA15	Marketing Management
14-May-2022	11:30 AM	12:30 PM	20MBA16	Managerial Communication


Mrs. Aruna Saganali
Internal Exam Co-ordinator


Dr. Prakash Rao K.S.
Head, P.G. Dept. of Mgt. Studies
A.I.T., CHIKKAMAGALURU-577102

**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY,
P.G DEPARTMENT OF MANAGEMENT STUDIES
FIRST SEMESTER: FIRST INTERNALS TEST TIME TABLE: APRIL 2022**

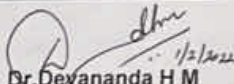

DATE	START TIME	END TIME	SUBJECT CODE	SUBJECT NAME
4-Apr-2022	10:30 AM	11:30 AM	20MBA11	Management & Organizational Behavior
4-Apr-2022	03:00 PM	04:00 PM	20MBA12	Managerial Economics
5-Apr-2022	10:30 AM	11:30 AM	20MBA13	Accounting for Managers
5-Apr-2022	03:00 PM	04:00 PM	20MBA14	Business Statistics
6-Apr-2022	10:30 AM	11:30 AM	20MBA15	Marketing Management
6-Apr-2022	03:00 PM	04:00 PM	20MBA16	Managerial Communication



Mrs. Aruna Saganali
Internal Exam Co-ordinator



Dr. Prakash Rao K S 29/3/22.
Head, PGDOMS

AIT		CLASS TIME TABLE				Format No.	ACD06	
Department		MBA	Semester	FIRST	Issue No.	1		
Academic Year		2021-22	Room No	SF-303	Rev.No.	0		
Class Coordinator		Mrs.Shambhavi S M					Section	I
Period	I	II	III	IV	V	VI	VII	
Day Time→	9:00am -10:00am	10:00am-11:00 am	11:15am-12:15pm	12:15pm-1:10pm	2:30pm-3:20pm	3:20pm-4:10pm	4:10pm-5:00pm	
Monday	AFM (SSM)	BS (HMD)	MM (IAR)	MOB (KSPR)	ME (VHP)	MC (AS)	GD Session	
Tuesday	ME (VHP)	AFM (SSM)	BS (HMD)	MOB (KSPR)	MC (AS)	MM (IAR)	LIB	
Wednesday	MC (AS)	ME (VHP)	MM (IAR)	MOB (KSPR)	BS (HMD)	MICRO	MICRO	
Thursday	AFM (SSM)	ME (VHP)	MC (AS)	MOB (KSPR)	MACRO	MACRO	LIB	
Friday	BS (HMD)	ME (VHP)	MM (IAR)	MOB (KSPR)	AFM (SSM)	MC (AS)	LIB	
Saturday	MM (IAR)	AFM (SSM)	BS (HMD)	LIB				
Allocation of Subjects								
Subject Code	Title of the Subject		Faculty Name					
20MBA11	Management & Organizational Behavior (MOB)		Dr.Prakash Rao K S (KSPR)					
20MBA12	Managerial Economics (ME)		Dr.Vinith H P (VHP)					
20MBA13	Accounting for Mangers (AFM)		Mrs.Shambhavi S M (SSM)					
20MBA14	Business Statistics (BS)		Dr.Devananda H M (HMD)					
20MBA15	Marketing Management (MM)		Mr.Ravi I A (IAR)					
20MBA16	Managerial Communication (MC)		Mrs. Aruna Saganali (AS)					
LIB: Library Hour		MACRO: Macro Presentation			MICRO: Micro Presentation			
 Dr.Devananda H M Academic Coordinator				 Dr. Prakash Rao K S. Head, PGDOMS Head, Dept. of Mgt. Studies A.I.T. CHIKKAMANGALURU				