



SARDAR VALLABHBHAI PATEL EDUCATION SOCIETY'S  
**R. N. G. PATEL INSTITUTE OF TECHNOLOGY - RNgPIT**

An Autonomous Institute u/s UGC Act 1956

Approved by AICTE & affiliated to Gujarat Technological University

Bardoli - Navsari Road, At: Isroli (tarpore), Po: Aftwa, Tal: Bardoli, Dist: Surat, Pin - 394620

Phone: 95129 00457, 95129 00458 • Email: Info@rngpit.ac.in • Website: www.rngpit.ac.in

**Program Name:** MBA  
**Level:** Post Graduation  
**Branch:** Logistics & Supply Chain Management  
**Course / Subject Code:** 1MB1106  
**Course / Subject Name:** Managerial Communication

w. e. f. Academic Year:	2024-2025
Semester:	1
Category of the Course:	Ability Enhancement Course (AEC)

<b>Prerequisite:</b>	
<b>Rationale:</b>	

**Course Outcome:**

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Understand the importance of effective business communication for success in today's business environment.	U
02	To make the students conversant with inter personal communication	A
03	Understand the required etiquettes of written documents in professional field	U
04	Understand the importance of soft skill	U
05	Apply the managerial skills in day-to-day life in making managerial decision.	A

\*Revised Bloom's Taxonomy (RBT)

**Teaching and Examination Scheme:**

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				SEE (E)	IAT (M)	CCE (I)	SEE (V)	
02	00	00	2	70	30	50	00	150



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**Course Content:**

Unit No.	Content	No. of Hours	% of Weightage
1.	<b>The importance of Effective Communication in business</b> Concepts of Communications, Communication process, Importance and benefits of effective communication, Forms of Communication, Role of Verbal & Non-verbal Symbols in Communication, Non-verbal communication, Barriers to Effective Communication, Overcoming Communication Barriers, Seven C's of effective Communication, Attributes of Personality Building	10	25%
2.	<b>Dynamics of interpersonal communication</b> Various aspects of Communication & self-perception, Interview, Steps for successful interviews, Group discussion .barriers in group discussion. Various types of meeting in business environment. Solving problems in meetings, Planning the meeting, Procedures during meeting, Participant responsibilities in meetings.	10	25%
3.	<b>Written communication in business environment</b> Writing various formal letters and e-mails. Agenda and minute of the meeting. Memo writing, Report and proposal writing. Resume and cover letter, Routine and internal communication letter	10	25%
4.	<b>Learning soft skill for success in professional field</b> Problem solving, Time management, adaptability, creativity, empathy, team work ,transparency, work ethic	10	25%
	<b>Practical:</b> Project/ presentation on any of the following Circulars, Drafting Notices, Handling Complaints, Evaluating Interview Performance, Articles, Formal Invitations.		30 Marks
	<b>Total</b>	<b>40</b>	<b>100</b>

**Suggested Specification Table with Marks (Theory):**

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)



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**References/Suggested Learning Resources:**

**(a) Books:**

1. Business Communication by Meenakshi Raman & Prakash Singh .Oxford University Press Latest Edition
2. Effective Business Communication. Murphy, Hildebrandt. Tata McGraw-Hill Publishing & Thomas. Latest edition.
3. Developing communication skill by Mohan, Krishna an Banerji, Meera Macmillan. Latest edition
4. Ramesh and Ramesh, The Ace of Soft Skills, Pearson, UP, 2019
5. The 7 Habits of Highly Effective People by Stephen Covey
6. Professional Communication. Aruna Koneru, Mc Graw Hill .Latest edition

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