

# MGT 519: Managerial Communication

*Credits: 3*  
*Lecture Hours: 48*

## Course Objectives

This course, while familiarizing students of advanced Business Studies with the foundational theory of business communication, offers an intensive practice of effective business communication-written, oral, verbal, and non-verbal – so that Business Graduates can apply the skills learned in their career and beyond. Besides orienting students to basic theories of effective communication, the course also includes a practicum component in that students towards the end of the semester will have submit a completed writing portfolio that includes a range of writing assignments such as business correspondences, business report, and a dossier for job application. The course follows the seminar model of classroom teaching, in which students participate in in-class discussions and presentations.

## Course Description

This course contains understanding the foundations of business communication, writing letters, memos, e-mails, and instant messages, writing reports and proposals, oral and non- verbal communications, preparing a dossier for employment.

## Course Details

### Unit 1: Understanding the Foundations of Business Communication

**LH 6**

- Achieving success thorough effective business communication
- Communicating in teams and mastering listening and non-verbal communication
- Communicating inter-culturally

Applying the three-step writing process

- Planning business messages
- Writing business messages
- Completing business messages

### Unit 2: Writing Letters, memos, e-mails, and instant messages

**LH 6**

- Writing routine and positive messages
- Writing negative messages
- Writing persuasive messages

### Unit 3: Writing Reports and Proposals

**LH 8**

- Planning reports and proposals
- Writing reports and proposals
- Completing reports and proposals

#### **Unit 4: Oral and non-verbal communications**

**LH 6**

- Non-verbal communication
- Public speaking
- Conducting and participating in meetings
- Interviewing and getting interviewed

#### **Unit 5: Preparing a dossier for employment**

**LH 6**

- Constructing resume
- Writing job letters
- Applying and interviewing for employments

#### **Practicum:**

**LH 16**

- At least one 10 to 15 minute oral presentation
- At least three business correspondences (topic will be given)
- At least one mid-length report
- Mock meetings and interview sessions
- Dossier for job application

#### ***Required Texts***

Courtland L. Bovee and John V. Thill, *Business Communication Today*

Occasional handouts.

#### ***Reference Books***

R.V. Lesikar and J.B. Pettit, *Business Communication* (Prescribed)

R.V. Lesikar and M.E. Flatley, *Basic Business Communication* (Prescribed)

Robert G. Insley, *Communicating in Business in the 21st Century* (highly recommended)

Baden Funson, *C21: Communicating in the 21st Century* (highly recommended)