

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA



MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management)
COMMON COURSE STRUCTURE

Course Code	General Elective – I	L	T	P	C
21E00207a	ADVANCED COMMUNICATION	2	0	0	2
Semester		II			
Course Objectives:					
<ul style="list-style-type: none"> • To explain communication concepts • To develop the students' competence in communication at an advanced level. • To demonstrate communication skills viz., listening, speaking, reading and writing with teaching aids. 					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none"> • Understand the communication concepts and • Improve communication and competence skills • Obtain and apply proficiency in business communication at the workplace and professional contexts. 					
UNIT - I		Lecture Hrs:6			
Concept of Managerial Communication – Effective Listening – Barriers, Steps for Active Listening – Effective Speaking – Body Language & Modulation, Informative, Persuasion Communications – Effective Reading – Obstacles, Effective Reading, Reading Comprehension – Effective Writing – Condensation, Note Making Methods, Executive Summary.					
UNIT - II		Lecture Hrs: 6			
Business Letters & Reports: Types of Business Letters – Elements; Types of Reports – Informal – Formal Reports – Elements; Annual Reports - Technical Proposals – Structure – Circulars - Notices – Memos.					
UNIT - III		Lecture Hrs: 3			
Meetings & Reports: Meeting Invitation - Notice – Agenda – Meeting Participants – Roles; Meeting conduction & Etiquette - Minutes of the Meeting – Documentation – Filing;					
UNIT - IV		Lecture Hrs: 3			
Communication Strategies: Conflict Resolution – Win-Win strategy; Managerial Negotiations – Bargaining, Distributive, Integrative Strategies; Interviews – Types – purpose – process;					
UNIT - V		Lecture Hrs: 6			
Technology for Communication: Conventional Modes Vs Computer based Technologies – Email, Social Media, Micro Soft & Google Tools – Data – Collection – Organizing – Analyzing - Presentations using Technology.					
Textbooks:					
<ol style="list-style-type: none"> 1. Managerial Communication – Strategies and Applications, Geraldine E.Hynes, McGrawHill 2. Business Communication, C.S.Rayudu, HPH. 3. Business Communication, Meenakshi Raman, Oxford University Press. 					
Reference Books:					
<ol style="list-style-type: none"> 1. Business communication, Shalini Varma, Vikas. 2. Business Communication, Raymond V.Lesikar, Neeraja Pandit et al.,TMH 3. Business Communications, Hudson, Jaico Publications 4. Business communication Sehgal, khetarpal, Excel Books 5. Effective Communication, Harward Business School, Harward Business Review No.1214. 6. Communication skills, Sanjay Kumar, Pushpalata, Oxford 					
Online Learning Resources:					
https://onlinecourses.swayam2.ac.in/imb19_mg14/preview https://www.youtube.com/watch?v=ITHnugowc_Q					