Course Code	MB20107	Course Name	MANAGERIAL SKILLS FOR COMMUNICATION	Course Category	F	FoundationCourse	L	T	P	C
							2	0	2	3

Pre-requisite Courses		Co-requisite Courses		Progressive Courses	
Course Offering Department	MBA		Data Book / Codes/Standards		

Course Learning Rationale (CLR):	Thepurposeoflearningthiscourseisto:	Learning			Program Learning Outcomes (PLO)							
		1	2	3	1	2	3	4	5	6	7	8

CLR-1 : To familiarize the students to the basic concepts of managerial skills
CLR-2 : In order to aid in understanding how an organization functions
CLR-3 : Understanding the complexity in the corporate world
CLR-4 : Wide variety of issues managers face in today's business firms

Course Learning Outcomes (CLO):	Atendofthiscoursesewbleteb	Level of Thinking (Bloom)	Expected Proficiency(%)	ExpectedAttainment(%)	Business Environment & Domain Knowledge (BEDK)	Business Analysis, Problem Solving and Innovative Solutions	Global Exposure and Cross-cultured understanding (GECCU)	Social Responsiveness and Ethics (SRE)	Effective Communication (EC)	PSO – 1	PSO – 2	PSO – 3
CLO-1 :	Togeneratetheintangibleknowledgeonbusiness.	3	60	65	H	M	H	M	H			
CLO-2 :	Torelateanddiscusstheelementsofeffectivemanagement	6	55	60	M	H	H	M	M			
CLO-3 :	Tocreate and applytehmanagaring and corbpueses	6	50	65	M	H	M	H	H			
CLO-4 :	Toanalye vinstaristedotte adopmnt flendisp sks	4	70	55	H	M	H	M	H			
CLO-5 :	Tounderstandteamworkandeffectivecommunication	3	65	70	H	M	H	M	M			

Duration (hour)		12	12	12	12	12
S-1	SLO-1	htaoldintoMarageid sklls	Organizational Culture	Inter Personal Skills	Team building	Communication
	SLO-2	Introduction to skills	Building organizational culture	Building relationship Skills	Developing teams	oral presentations
S-2	SLO-1	personal skills	Building peer support	interpersonal communication	PurposeofTeambuilding	TedxTalkshow-video
	SLO-2	Importance of competent managers	peer support for team's projects	developing positive interpersonal communication	team work	Meetings
S-3	SLO-1	skills of effective managers	Identifying operational gaps	importance of supportive communication	team work – role play	Meetings preparation
	SLO-2	developing self awareness	Identifying strategic gaps	coaching	advantages of team	TedxTalkshow-video
S-4	SLO-1	emotional intelligence	Mentor	counseling	leading team	benefits of meetings
	SLO-2	issues of emotional intelligence	identifying mentor	defensiveness	Team membership.	course of meetings
S 5-6	SLO-1	self learning styles	identifyingmentortosupport professional development	Disconfirmation	Team management	principles of chairing meetings
	SLO-2					
S-7	SLO-1	values	role of Mentor in professional	principles of supportive	Teambuildingexercise	TedxTalkshow-

			development	communications		video
	SLO-2	Attitudes	Leadership	Personal interview	Practical application of team building	drawbacks
S-8	SLO-1	attitude towards change	Types of Leadership	Mock interview	Practical application of team building	reporting of projects
	SLO-2	Exercise for testing the attitude	Theories of leardship	Stress interview	networking skills	Tech Talk show - video
S-9	SLO-1	learning skills	Leadership challenges	Skill analysis	Benefits of networking skills	answering in Viva Voce
	SLO-2	applications skills	Organizational development	Reflective assessment	interaction across business	Assignment writing
S-10	SLO-1	Negotiating	strategies in organizational development	dimension of managerial success	interaction across business functions	Presentation skills
	SLO-2	Negotiation skills	Mapping personal leadership	Assessment	Skill development	Report préparation
S 11-12	SLO-1	Assertiveness skills	Learning journey	Managerial success	skill application	Tech Talk show - video
	SLO-2					

Learning Resources	1. Andrew J. Dubrin, Essentials of Management, Thomson Southwestern, 9th edition,2012. 2. Samuel C. Certo and Tervis Certo, Modern management: concepts and skills, Pearson education, 12th edition, 2012. 3. Harold Koontz and Heinz Weihrich, Essentials of management: An International & Leadership Perspective, 9th edition, Tata McGraw–Hill Education, 2012. 4. Don Hellriegel, Susan E. Jackson and John W. Slocum, Management– A competency–based approach, Thompson South Western,11th edition, 2008.	5. Heinz Weihrich, Mark V Cannice and Harold Koontz, Management– A global entrepreneurial perspective, Tata McGraw Hill, 13th edition, 2010. 6. Stephen P. Robbins, David A.De Cenzo and Mary Coulter, Fundamentals of Management, Prentice Hall of India, 2012

Learning Assessment

	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (15%)		CLA – 3 (15%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember										
	Understand										
Level 2	Apply										
	Analyze										
Level 3	Evaluate										
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr.RATHINAVELRAJANINNERGOL	Dr.Magesh	DR.K.D.BALAJI

Edit with WPS Office

COVARDHAN INDUSTRIES	Dr.THENMOZHI	Dr.POONGUZHALIP