

LESSON PLAN
MBA
ELECTIVE: MARKETING

Subject : MANAGERIAL COMMUNICATION
Name of the Faculty : Mr.Kedareswar Panda
Academic Session : 2017-18
Semester : 2nd Semester (January to June, 2017)
Stream : MBA 2016-18

Sl.No.	Lecture No.	Topic	Important Teaching Points
1	1	Introduction to managerial communication	<ul style="list-style-type: none"> • Concept • Interpersonal & Organizational communication • Ways of Managerial communication
2	2	Importance of effective business presentation in managerial communication	<ul style="list-style-type: none"> • Inspiring • Informative • Visually appealing • Connecting • Increase in productivity
3	3 & 4	Strategies for Effective Business Presentation	Planning, preparing, Organizing, Rehearsing and Delivering oral presentations
4	5	Handling questions	<ul style="list-style-type: none"> • Proper listening • Right pause • Credit the person • Respond to the question
5	6	Effective power point presentation Power point presentation	<ul style="list-style-type: none"> • Outlines • Slide structure • Use of proper fonts • Use of proper colors for fonts,theme,graph,chart and background • Use of graph & charts • Use of bullet points • Use of proper body language • Conclusion

6	7 & 8	Communication challenges in today's work place	<ul style="list-style-type: none"> • Diverse Work Force • Technology • Team-based
7	9,10 & 11	Effective Business meeting	<ul style="list-style-type: none"> • Planning a meeting & drafting a notice-cum-agenda • Role of the Chairperson and other participants • Preparing the minutes of a meeting
8	12	Group discussion and its types	<ul style="list-style-type: none"> • Concepts • Need of a GD • Case-based GD • Abstract GD • Topic-based GD
9	13 & 14	Guidelines for effective group discussion	<ul style="list-style-type: none"> • Do's and Don'ts of GD • <i>Accept all ideas</i> • <i>Encourage all group members to participate</i> • <i>Stay on task</i> • <i>Be respectful of others' feelings and ideas</i> • <i>Be thoughtful, courteous, and enthusiastic.</i> • Create an inclusive environment • Keep discussions constructive and positive • Encouraging participants
10	15	Types of managerial speeches	<ul style="list-style-type: none"> • Informative • Demonstrative • Entertaining • Persuasive
11	16	Effective managerial speech	<ul style="list-style-type: none"> • Speech of Introduction • Speech of thanks • Occasional speech • Theme speech
12	17	Soft skills	<ul style="list-style-type: none"> • Hard skills • Communication skills • Time management • Stress management • Interpersonal Skills • Emotional intelligence • Body language
13	18	Mastering the art of giving interviews	

