

**LESSON PLAN**  
**MBA**  
**ELECTIVE: MARKETING**

**Subject** : MANAGERIAL COMMUNICATION  
**Name of the Faculty** : Mr.Kedareswar Panda  
**Academic Session** : 2017-18  
**Semester** : 2<sup>nd</sup> 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"> <li>• Concept</li> <li>• Interpersonal &amp; Organizational communication</li> <li>• Ways of Managerial communication</li> </ul>
2	2	Importance of effective business presentation in managerial communication	<ul style="list-style-type: none"> <li>• Inspiring</li> <li>• Informative</li> <li>• Visually appealing</li> <li>• Connecting</li> <li>• Increase in productivity</li> </ul>
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"> <li>• Proper listening</li> <li>• Right pause</li> <li>• Credit the person</li> <li>• Respond to the question</li> </ul>
5	6	Effective power point presentation Power point presentation	<ul style="list-style-type: none"> <li>• Outlines</li> <li>• Slide structure</li> <li>• Use of proper fonts</li> <li>• Use of proper colors for fonts,theme,graph,chart and background</li> <li>• Use of graph &amp; charts</li> <li>• Use of bullet points</li> <li>• Use of proper body language</li> <li>• Conclusion</li> </ul>




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





14	19	Types of interviews	<ul style="list-style-type: none"> <li>• Stress interview</li> <li>• Reflective interview</li> <li>• Open-ended interview</li> <li>• Close-ended interview</li> <li>• Hypothetical interview</li> </ul>
15	20 & 21	Planning and Preparation for a job interview	<ul style="list-style-type: none"> <li>• Preparation</li> <li>• Tuning up the CV &amp; Job application letter</li> <li>• Understanding the needs of the employer</li> </ul>
16	22 & 23	FAQs in a job interview	<ul style="list-style-type: none"> <li>• Self-introduction</li> <li>• About previous job</li> <li>• Reason for joining the job</li> <li>• Expected salary</li> <li>• Strength &amp; weakness</li> <li>• How to deal with stress</li> <li>• Others....</li> </ul>
17	24 & 25	Stages of an interview	<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Question by the interviewer</li> <li>• Question by the interviewee</li> <li>• Closing</li> </ul>
18	26 & 27	Strategies for success in job interviews	<ul style="list-style-type: none"> <li>• Preparing for several pertinent questions</li> <li>• Dress appropriately</li> <li>• Tailor your communication</li> <li>• Closing the interview</li> <li>• Following up</li> </ul>
19	28 & 29	Business and Social etiquettes	<ul style="list-style-type: none"> <li>• Telephone etiquettes</li> <li>• Dining etiquettes</li> <li>• Telephone etiquettes</li> <li>• Meeting etiquettes</li> </ul>
20	30	Doubt clearing class Question discussion	



Books	Book Name & Author	Publisher
Text Book :	1. "Professional English and Soft Skills", Bikram K Das et all	Cambridge University Press
Reference Book :	1. "Business communication- concepts, cases & applications", Chaturvedi & Chaturvedi	Pearson Publication
	2. "Business Communication", Meenakshi Raman & Prakash Singh	Oxford University Press

  
Faculty

  
Head, MBA

  
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