

**Kathmandu University School of Management**  
**Bachelor of Business Administration**  
**Course Syllabus**

<b>Course title</b>	<b>MANAGERIAL COMMUNICATION</b>
<b>Course Code</b>	<b>GEM201</b>
<b>Credit Hours</b>	<b>3</b>
<b>Main Objectives</b>	The objective of the course is to enable the students to understand the importance of communication in any business, to use modern technology in communication, to prepare effective PowerPoint slides for presentation, to conduct productive meeting, to deliver oral and online presentations, to understand non-verbal signals and use them appropriately, to develop business etiquette, to conduct effective presentations by using right visual tools, to improve cross-cultural communication in diverse and global business world, to develop effective message by using three-step process, to be able to write effective persuasive and negative messages, and to understand the elements of reports and proposals.
<b>Learning Unit-1</b> <b>Net contact</b> <b>Hours-4.5</b>	<b>Achieving Success Through Effective Business Communication</b> Achieving success in today's competitive environment, and using technology to improve business communication
<b>Learning Unit-2</b> <b>Net contact</b> <b>Hours-6</b>	<b>Enhancing Presentations with Slides and Other Visuals</b> Planning your presentation visuals, creating effective slides, completing slides and support materials, and giving presentations online
<b>Learning Unit-3</b> <b>Net contact</b> <b>Hours-4.5</b>	<b>Mastering team and interpersonal communication</b> Social networks and virtual communities, making your meetings more productive, conducting and contributing to efficient meetings, improving your nonverbal communication skills, and developing your business etiquette
<b>Learning Unit-4</b> <b>Net contact</b> <b>Hours-4.5</b>	<b>Designing visual communication</b> Understanding visual communication, identifying points to illustrate, selecting the right type of visual, and producing and integrating visuals
<b>Learning Unit-5</b> <b>Net contact</b> <b>Hours-3</b>	<b>Delivering Oral and Online Presentations</b> Building your career with oral presentations, planning your presentation, writing your presentation, and completing your presentation
<b>Learning Unit-6</b> <b>Net contact</b> <b>Hours-4.5</b>	<b>Communicating in a world of diversity</b>  Understanding the opportunities and challenges of communication in a diverse world, and improving intercultural communication skills
<b>Learning Unit-7</b>  <b>Net contact</b> <b>Hours-6</b>	<b>Understanding three-step writing process</b> <b>1. Planning</b> Understanding the three-step writing process, analyzing your situation, gathering information, selecting the right medium, organizing your information <b>2. Writing</b> Adapting to your audience, building strong relationships with your audience, controlling your style and tone, composing your message, choosing strong words, creating effective sentences, crafting unified, coherent paragraph, using technology to compose and shape your message <b>3. Completing</b> Revising message, evaluating your content, organization, style, and tone, reviewing the readability, editing for clarity and conciseness, evaluating, editing, and revising the work of others. using technology to revise your message, producing your message, designing multimedia

	documents, using technology to produce your message, formatting formal letters and memos, proof-reading, distributing your message								
<b>Learning Unit-8</b> <b>Net contact</b> <b>Hours-4.5</b>	<b>Crafting brief messages</b>  Creating effective email messages using three-step writing process, using the three-step writing process for routine and positive messages, making routine requests sending routine replies and positive messages, strategy for routine replies and positive messages, and common examples of routine replies and positive messages.								
<b>Learning Unit-9</b> <b>Net contact</b> <b>Hours-3</b>	<b>Developing Negative Messages</b> Choosing the best approach, adapting to your audience, and maintaining high standards of ethics and etiquette								
<b>Learning Unit-10</b> <b>Net contact</b> <b>Hours-3</b>	<b>Applying AIDA model in persuasive message</b> Developing marketing and sales messages: assessing audience needs, analyzing your competition, determining key selling points and benefits, anticipating purchase objections, and applying AIDA or similar model								
<b>Learning Unit-11</b> <b>Net contact</b> <b>Hours-4.5</b>	<b>Completing Reports and Proposals</b> Putting the final touches on reports and proposals, revising your reports and proposals, producing your reports and proposals, distributing your reports and proposals, and writing requests for proposals.								
<b>Total</b>	<b>48 hrs (excluding assessment and final examination)</b>								
<b>Basic Text</b>	Courtland L. Bovee, John V. Thill, and Mukesh Chaturvedi (2011), Business Communication Today, 10th Edition, Pearson Education.								
<b>Reference Book</b>	Lehman, C. M., Dufrene, D. D. and Sinha, M. (2011), BCOM - An Innovative Approach to Learning and Teaching Business Communication - A South-Asian Perspective. Cengage Learning, Delhi.								
<b>Evaluation Scheme</b>	<table> <tr> <td>In-Semester evaluation</td><td>25%</td></tr> <tr> <td>Practical</td><td>25%</td></tr> <tr> <td>End-Semester evaluation</td><td>50%</td></tr> <tr> <td><b>Total</b></td><td><b>100%</b></td></tr> </table>	In-Semester evaluation	25%	Practical	25%	End-Semester evaluation	50%	<b>Total</b>	<b>100%</b>
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<b>Practical</b>	<ol style="list-style-type: none"> <li>1. Demonstration on use of modern technology in communication.</li> <li>2. Demonstration of how to prepare effective PowerPoint slides and how to use the visuals.</li> <li>3. Demonstration of how to conduct meeting and prepare minutes.</li> <li>4. Demonstration of non-verbal signals and their use.</li> <li>5. Demonstration of business etiquettes.</li> <li>6. Demonstration of oral presentations.</li> </ol>								

Updated February 2017