

Course Title: **Managerial Communication - 1**
Semester: **I**
Credit: **2**
Duration: **20 hrs.**

Course Outcome s	Description	Cognition	Hrs	Evaluation Tools
CO 1	Apply elements of effective public speaking to overcome stage fear.	L3 - Apply		<u>Internal</u> Role Play <u>End Term</u> Theory
CO 2	Debate on current affairs to ace debates, movie review and newsroom discussions.	L4 - Anlayse		<u>Internal</u> Role Play <u>End Term</u> Theory
CO 3	Apply the techniques of delivering effective presentations to maintain standardization & convey the right message to the audience.	L3 - Apply		<u>Internal</u> Role Play <u>End Term</u> Theory
CO 4	Develop strategies to create compelling and persuasive stories.	L4 - Analyse		<u>Internal</u> Role Play <u>End Term</u> Theory
CO5	Develop effective written communication skills to ace personal and professional interactions.	L4 - Analyse		<u>Internal</u> Assignment <u>End Term</u> Theory

Mapping with CO-PO

1 – Low, 2 – Medium, 3 – High, 0 – Low

COs / Pos	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	3	-	-	1	-
CO2	-	3	-	3	2
CO3	2	2	1	3	-
CO4	2	2	2	2	-
CO5	2	2	2	2	2

CO	2.3	2.3	1.7	2.2	2.0
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Session Plan

Sess. No.	Hrs	Topic	COs	Cognition	Evaluation Tools
		Presentation Skills			
1	1.25	Roadmap	CO1: Apply elements of effective public speaking to overcome stage fear.	L3: Apply	<u>Internal Role Play</u> <u>End Term</u> Theory
2- 3	2.50	Presentation Skills	CO3: Apply the techniques of delivering effective presentations to maintain standardization & convey the right message to the audience.	L3: Apply	<u>Internal Role Play</u> <u>End Term</u> Theory
		Persuasive Story Telling			
4-5	2.5	Story Telling	CO4: Develop strategies to create compelling and persuasive stories.	L4 - Analyse	<u>Internal Role Play</u> <u>End Term</u> Theory
		Business Writing Skills			
6-7	2.5	Email Writing for Workplace	CO5: Develop effective written communication skills to ace personal and professional interactions.	L4 : Analyse	<u>Internal Assignment</u> <u>End Term</u> Theory
8	1	Report WritingThe Speaking Circle	CO5 - Develop effective written communication skills to ace personal and professional interactions.	L5: Evluate	<u>Internal Assignment</u> <u>End Term</u> Theory
		The Speaking Circle			
9	1.25	Elements of Public Speaking	CO1: Apply elements of effective public speaking to overcome stage fear.	L3: Apply	<u>Internal Role Play</u> <u>End Term</u> Theory
10-16		Debate Movie Review Ad Spoof News Room	CO2: Debate on current affairs to ace debates, movie review and news room discussions.	L4 - Anlayse	<u>Internal Role Play</u> <u>End Term</u> Theory

Pedagogy
1. Lecture
2. Case Study
3. News/Article Analysis
4. Live Activity/Exercise
5. Videos

Evaluation:	
Internal	40%
External	60%
Total	100%

Parameters of Internal Assessment:

Written Assessment - Email

Attendance

Class Participation

Assessment Mapping

Parameter	Marks	CO 1	CO 2	CO 3	CO 4	CO 5
Internal	20	15%	18%	22%	24%	21%
Attendance	5	20%	20%	20%	20%	20%
Class Participation	5	20%	20%	20%	20%	20%
Role Play	5	20%	20%	20%	20%	
Assignment	5	-	-	-	-	100%
End Term	30	10%	20%	20%	20%	30%

Textbooks/Reference Books:

Business Communication (Connecting at Work) Hory Sankar Mukerjee 1st Edition (Oxford)

