



**MEASI**  
Institute of Management



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Management

**EXECUTIVE COMMUNICATION (434S1A)**

**MBA 1<sup>st</sup> SEMESTER**

**UNITWISE STUDY NOTES**

**Prepared by**

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**Chennai -14.**

**VISION & MISSION STATEMENTS**

**Vision**



To be an oasis of knowledge to the seeker, to nurture one's creativity and research acumen, and to instil a unique blend of leadership, innovative spirit and empathy in response to the ever-evolving business ecosystem.

### **Mission**

- Provide a pedagogy that blends academic rigor and experiential learning.
- Inculcate an entrepreneurial mindset through curated activities
- Establish a conducive environment for research.
- Foster a culture of innovation and collaboration to progress in a dynamic business landscape.
- Promote humanistic values to produce socially responsible leaders.

### **Program Educational Objectives (PEOs)**

PEO 1 – Employability: To develop students with industry specific knowledge & skills to meet the industry requirements and also join public sector undertaking through competitive examinations.

PEO 2 - Entrepreneur: To create effective business service owners, with a growth mindset by enhancing their critical thinking, problem solving and decision-making skills.

PEO3 – Research and Development: To instil and grow a mindset that focusses efforts towards inculcating and encouraging the students in the field research and development.

PEO 4 – Contribution to Business World: To produce ethical and innovative business professionals to enhance growth of the business world.

PEO 5 – Contribution to the Society: To work and contribute towards holistic



development of society by producing competent MBA professionals.

### **Program Outcome**

PO1 - Problem Solving Skill; Apply knowledge of management theories and practices

to solve business problems.

PO2 - Decision Making Skill; Foster analytical and critical thinking abilities for data-

based decision making.

PO3 - Ethical Value; Ability to develop value based leadership ability.

PO4 - Communication Skill; Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.

PO5 - Individual and Leadership Skill; Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

PO6 - Employability Skill; Foster and enhance employability skills through subject knowledge.

PO7 - Entrepreneurial Skill; Equipped with skills and competencies to become an entrepreneur.

PO8 - Contribution to community; Succeed in career endeavors and contribute significantly to the community.

### **Program Specific Objectives**

PSO 1: Finance: The students should demonstrate proficiency in analyzing financial statements, evaluating investment opportunities and making financial decision to maximize shareholders' value.



PSO 2: Marketing: Students should be able to create a comprehensive marketing plan that integrates effective communication strategies, leading to customer success and the accomplishment of marketing objectives.

PSO 3: Logistics: Students will acquire knowledge of inventory management for domestic and global supply chains, thereby developing problem-solving skills in logistics to optimize supply chain efficiency.

PSO 4: Business Analytics: The students should be able to analyze data, communicate insights, take data-driven decisions and solve business problems effectively.



Subject Code	Subject Name	Category	L	T	P	O	C r e d i t s	I n s t · H o u r s	Marks		
									C I A	E x t e r n a l	T o t a l
	<b>Soft Skills I – Executive Communication</b>	Soft Skills	-	-	2	-	2	30	25	75	100
<b>Course Objectives</b>											
C1	To acquire communication awareness they are going to get for the industry.										
C2	To make the customer realize that you can provide them with information and other essential things										
C3	To explore the skill of writing business proposals										
C4	To <b>develop a plan</b> for the meetings and interviews										
C5	To analyze the skills required for non-verbal communication										
<b>SYLLABUS</b>											
UNIT	Details							No. of Hours	Course Objectives		
I	<b>UNIT 1- Communication:</b> Meaning and Significance of Communication for Management- Types of Communication Factors Affecting Effectiveness of Communication- Barriers to Communication- Principles of Effective Communication Dyadic Communication- Face-to-face Communication. Other Modes of Communication.							6	C1		
II	<b>UNIT 11- Business Correspondence:</b> Planning Business Messages: Analyzing the Task, Anticipating the Audience. Adapting the Message Organizing and Writing Business Messages: Patterns of organization, Use of Tools such as Mind Maps, Composing the Message- Norms for Business Letters Letters for Different Kinds of Situation: Personalized Standard Letters, Enquiries, Inviting Quotations, Sending Quotations, Placing Orders, Inviting tenders, Claim letters, Customers Complaints, Collection Letters, Sales Promotion Letters- Revising Business Messages: Revising for Clarity. Conciseness and Readability, Proof reading and Evaluating- Letters of application and resume.							6	C2		
III	<b>UNIT III- Business Reports and Proposals:</b> Structure of Reports- Long and Short Reports: Formal and							6	C3		



	Informal Reports- Writing Research Reports- Technical Reports- Norms for Including Exhibits and Appendices- Writing Business Proposals.		
IV	<b>UNIT IV- Conducting Meetings and Interviews:</b> Procedure for Conducting Meetings- Preparing Agenda, Minutes and Resolutions- Conducting Seminars and Conferences- Procedure of Regulating Speech- Evaluating Oral Presentations Drafting Speech- Participating in Debates and Group Discussions- Presentation Skills- Fluency Development Strategies- Attending and Conducting Interviews- Listening.	6	C4
V	<b>UNIT V- Non-verbal Communication:</b> Personal Appearance- Posture- Body Language- Reading Nonverbal Messages- Use of Charts. Diagrams and Tables- Visual and Audio-visual Aids for Communication.	6	C5
<b>Total</b>		<b>30</b>	
<b>Course Outcomes</b>			
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>	
<b>CO1</b>	Understanding of theories and concepts, types and various modes of communication in organizations	PO4, PO6	
<b>CO2</b>	Development of skills on developing Business Correspondence	PO4, PO6	
<b>CO3</b>	Development of skills on preparing Business Reports and Proposals	PO4, PO6	
<b>CO4</b>	To draft effective business correspondence with brevity, and clarity in designing and developing clean and lucid organizing skills.	PO4, PO6	
<b>CO5</b>	To demonstrate his/her verbal and non-verbal communication ability through presentations.	PO4, PO6	
<b>Reading List</b>			
1.	<a href="https://www.skillsyouneed.com/ips/communication-skills.html">https://www.skillsyouneed.com/ips/communication-skills.html</a>		
2.	<a href="https://mtbt.fpg.unc.edu/more-baby-talk/10-ways-promote-language-and-communication-skills-infants-and-toddlers">https://mtbt.fpg.unc.edu/more-baby-talk/10-ways-promote-language-and-communication-skills-infants-and-toddlers</a>		
3.	<a href="http://skillopedia.com">http://skillopedia.com</a>		
4.	<a href="https://www.habitsforwellbeing.com/9-effective-communication-skills">https://www.habitsforwellbeing.com/9-effective-communication-skills</a>		
<b>References Books</b>			
1.	Chaney, L. and Martin, J., Intercultural Business Communication. Person, 4 ed., 2008.		
2.	Chaturvedi, Business Communication, Person, 2 edition, 2011		
3.	Bovec L. Courtland and John V. Thill, Business Communication Today, 10 ed., Pearson Education, New Delhi, 2011.		
4.	American Management Association, The AMA Handbook of Business Writing: The Ultimate Guide to Style, Usage, Punctuation, Construction and Formatting, 2010.		



5.	Gerson, Sharan J., and Steven M Gerson, <i>Technical Writing: Process and Product</i> , Person Education, New Delhi, 2008
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	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
<b>CO 1</b>				3		3		
<b>CO 2</b>				3		3		
<b>CO 3</b>				3		3		
<b>CO 4</b>				3		3		
<b>CO 5</b>				3		3		

**3-Strong      2-Medium      1-Low**

## **COURSE MATERIAL EXECUTIVE COMMUNICATION**

### **UNIT I – Communication Fundamentals**

**Meaning and significance of communication for management.**

This section covers Meaning and significance of communication for management. with definitions, examples, workplace scenarios and practical guidelines for effective executive communication.

**Types of communication and channels.**

This section covers Types of communication and channels. with definitions, examples, workplace scenarios and practical guidelines for effective executive communication.

**Factors affecting effectiveness of communication.**

This section covers Factors affecting effectiveness of communication. with definitions, examples, workplace scenarios and practical guidelines for effective executive communication.

**Barriers to communication and methods to overcome them.**

This section covers Barriers to communication and methods to overcome them. with definitions, examples, workplace scenarios and practical guidelines for effective executive communication.

**Principles of effective communication.**

This section covers Principles of effective communication. with definitions, examples, workplace scenarios and practical guidelines for effective executive communication.



**Dyadic communication and face-to-face communication modes.**

This section covers Dyadic communication and face-to-face communication modes. with definitions, examples, workplace scenarios and practical guidelines for effective executive communication.

**UNIT II – Business Correspondence**

**Planning business messages – task analysis and audience analysis.**

This section covers Planning business messages – task analysis and audience analysis. with definitions, examples, workplace scenarios and practical guidelines for effective executive communication.

**Adapting messages and organizing formats.**

This section covers Adapting messages and organizing formats. with definitions, examples, workplace scenarios and practical guidelines for effective executive communication.

**Patterns of business communication and mind mapping tools.**

This section covers Patterns of business communication and mind mapping tools. with definitions, examples, workplace scenarios and practical guidelines for effective executive communication.

**Business letters – enquiries, quotations, orders, tenders, claims and complaints.**

This section covers Business letters – enquiries, quotations, orders, tenders, claims and complaints. with definitions, examples, workplace scenarios and practical guidelines for effective executive communication.

**Sales promotion letters and routine correspondence.**

This section covers Sales promotion letters and routine correspondence. with definitions, examples, workplace scenarios and practical guidelines for effective executive communication.

**Revising messages – clarity, conciseness, proof reading and evaluation.**

This section covers Revising messages – clarity, conciseness, proof reading and evaluation. with definitions, examples, workplace scenarios and practical guidelines for effective executive communication.

**Preparation of letters of application and resumes.**

This section covers Preparation of letters of application and resumes. with definitions, examples, workplace scenarios and practical guidelines for effective executive communication.



### **UNIT III – Reports and Proposals**

#### **Structure of business reports.**

This section covers Structure of business reports. with definitions, examples, workplace scenarios and practical guidelines for effective executive communication.

#### **Long vs short reports and formal vs informal reports.**

This section covers Long vs short reports and formal vs informal reports. with definitions, examples, workplace scenarios and practical guidelines for effective executive communication.

#### **Writing research and technical reports.**

This section covers Writing research and technical reports. with definitions, examples, workplace scenarios and practical guidelines for effective executive communication.

#### **Use of exhibits and appendices.**

This section covers Use of exhibits and appendices. with definitions, examples, workplace scenarios and practical guidelines for effective executive communication.

#### **Preparation of business proposals.**

This section covers Preparation of business proposals. with definitions, examples, workplace scenarios and practical guidelines for effective executive communication.

### **UNIT IV – Meetings and Interviews**

#### **Conducting meetings – agendas, minutes and resolutions.**

This section covers Conducting meetings – agendas, minutes and resolutions. with definitions, examples, workplace scenarios and practical guidelines for effective executive communication.

#### **Seminars and conferences management.**

This section covers Seminars and conferences management. with definitions, examples, workplace scenarios and practical guidelines for effective executive communication.



**Speech regulation and oral presentations.**

This section covers Speech regulation and oral presentations. with definitions, examples, workplace scenarios and practical guidelines for effective executive communication.

**Drafting speeches and evaluating presentations.**

This section covers Drafting speeches and evaluating presentations. with definitions, examples, workplace scenarios and practical guidelines for effective executive communication.

**Group discussions and debates participation.**

This section covers Group discussions and debates participation. with definitions, examples, workplace scenarios and practical guidelines for effective executive communication.

**Presentation skills and fluency development strategies.**

This section covers Presentation skills and fluency development strategies. with definitions, examples, workplace scenarios and practical guidelines for effective executive communication.

**Interview techniques and listening skills.**

This section covers Interview techniques and listening skills. with definitions, examples, workplace scenarios and practical guidelines for effective executive communication.

**UNIT V – Non-Verbal Communication**

**Personal appearance and posture.**

This section covers Personal appearance and posture. with definitions, examples, workplace scenarios and practical guidelines for effective executive communication.

**Body language interpretation.**

This section covers Body language interpretation. with definitions, examples, workplace scenarios and practical guidelines for effective executive communication.

**Reading non-verbal cues.**

This section covers Reading non-verbal cues. with definitions, examples, workplace scenarios and practical guidelines for effective executive communication.



**Use of charts, diagrams and tables.**

This section covers Use of charts, diagrams and tables. with definitions, examples, workplace scenarios and practical guidelines for effective executive communication.

**Visual and audio-visual aids in communication.**

This section covers Visual and audio-visual aids in communication. with definitions, examples, workplace scenarios and practical guidelines for effective executive communication.