

KL 1: Fundamentals of Management & Business Communication (MBC)

100
MARKS

COMPETENCIES TO ASSESS

- TECHNICAL
- BUSINESS

PREDOMINANTLY BASIC

EXPECTED PROFICIENCY

SYLLABUS STRUCTURE

This course comprises the following modules with the relative learning weightage:

Module		Weight
A	Fundamentals of Management	50%
B	Business Communication	50%

COURSE DESCRIPTION

This course describes the fundamentals of management and business communication, the core activities of all business, in two parts. The first part of the course, Fundamentals of Management, describes the key issues of management. It is associated with the basic concepts of management and management process including planning, organizing, leading, and controlling in different contexts. This part is designed to understand the management style in managing the business and to develop business leaders' management and decision-making skills. The second part of the course, Business Communication, describes the key issues of business communication and is associated with the basic concepts of communication and communication process; fundamentals of business writing, business message and report writing; and cross-cultural communication, correctness and technology. This part is designed to improve the business leaders' administrative, communication and business skills within and outside the business.

COURSE OBJECTIVES

The objective of this course is to develop the theoretical concepts of management and business communication. This course expects to apply the concept of management and business communication in solving real-world problems through dynamic management style and effective communication. This course is designed to achieve the management and decision-making skills, business communication and business and report writing skills of the business

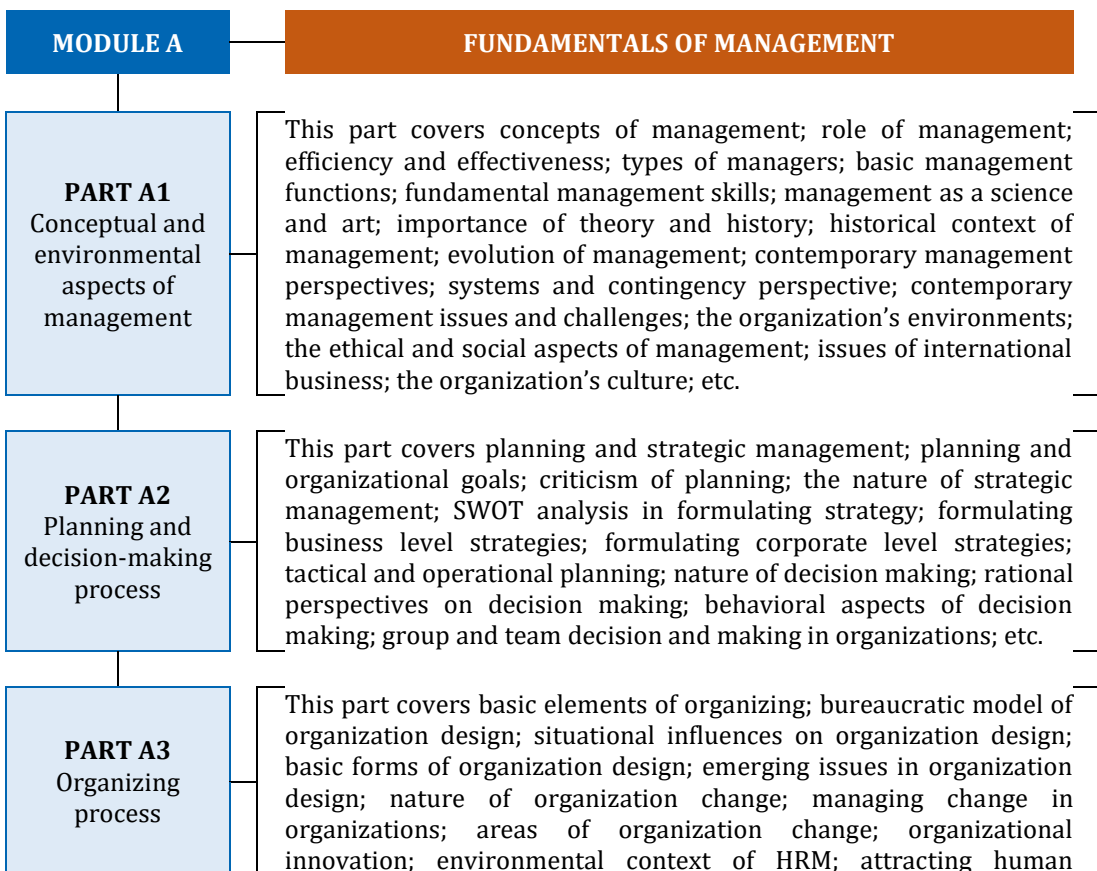
leaders in today's competitive and challenging business environment. This module will improve the essential knowledge, technical skill and professionalism of the business leaders in management and business communication.

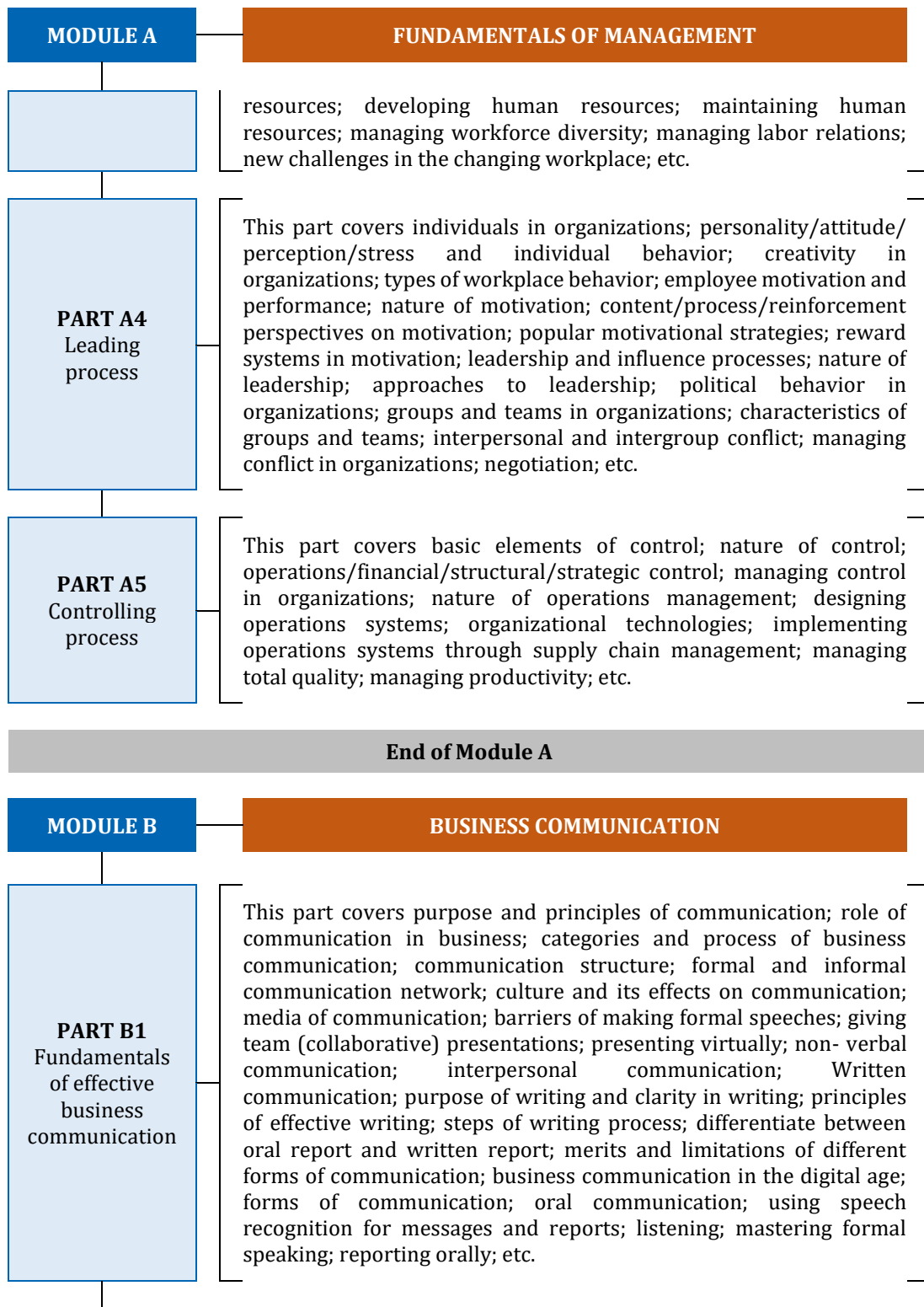
COURSE LEARNING OUTCOMES

On successful completion of this course, the student will be able to:

1. understand the business acumen in selecting the appropriate management tools;
2. describe the basic concepts and process of management;
3. apply the management knowledge and skills in generating ethical business solutions;
4. understand the fundamentals of business communication and communication process;
5. prepare a long- and short-term business report and proposals;
6. express thoughts, ideas and concepts effectively and smoothly; and
7. develop efficient and effective command on the use of different communication mediums to meet professional demands.

DETAIL CONTENTS





MODULE B
BUSINESS COMMUNICATION
PART B2
 Fundamentals
 of business
 writing
 and business
 message

This part covers adaptation and the selection of words; nondiscriminatory writing; care in sentence/paragraph design; writing for a positive effect; importance of skillful writing; importance of readable formatting; letters/memos/emails; the newer media in business writing; directness in good-news and neutral messages: prevalence, preliminary assessment; general direct plan; routine inquiries; favorable responses; adjustment grants; order acknowledgements and other thank you messages; operational messages; other direct message situation; indirectness in bad- news message and persuasive messages: situations; general indirect plan; refused requests; claims; adjustment refusals; negative announcements; other indirect messages; rationale for indirectness; general advice about persuasion; persuasive requests; sales messages; proposals; communicating in the job-search process: preparing the application documents; constructing the résumé; writing the cover message; handling the interview; following up and ending the application; etc.

PART B3
 Fundamentals
 of report
 writing

This part covers basics of report writing: defining reports; determining the report purpose; determining the factors; gathering the information needed; interpreting the findings; organizing the report information; writing the report; collaborative report writing; types of business reports: an overview of report components; characteristics of shorter reports; forms of shorter reports; types of short reports; components of long, formal reports, determining the general mechanics of construction; constructing textual graphics; constructing visual graphics; structural coherence plan; long analytical report; graphics in reports and other documents: planning the graphics; etc.

PART B4
 Cross-cultural
 communication,
 correctness and
 technology

This part covers cross-cultural communication: the growing importance of cross-cultural communication; dimensions of cultural difference; problems of language; advice for communicating across cultures; correctness of communication: the nature and importance of correctness; standards for punctuation; standards for grammar; standards for the use of numbers; spelling; technology-enabled communication: technological support for writing tasks; tools for constructing messages; print versus online documents; computer tools for creating electronic documents; computer tools for collaboration; etc.

End of Module B

RECOMMENDED BOOKS AND LEARNING MATERIALS

Primary Textbook

1. ICMAB Learning Manual for Fundamentals of Management.
2. ICMAB Learning Manual for Business Communication.

Recommended Textbooks

1. Robbins, S. P., Coulter, M. A., & De Cenzo, D. A. (2020). *Fundamentals of management*, Eleventh Edition, Pearson.
2. Griffin, R. W. (2018). *Fundamentals of management*, Ninth Edition. Cengage Learning.
3. Koontz, H., Weilrich, H., & Cannice, M. V. (2020). *Essentials of management*, Eleventh Edition, Mc Graw Hill.
4. Bovee, C. L., & Thill, J. V. (2021). *Business Communication Today*, Fifteenth Edition, Pearson.
5. Lesikar, R. V., Flatley, M. E., Rentz, K., Lentz, P., & Pande, N. (2015). *Business communication: Making connections in a digital world*, Thirteenth Edition, McGraw Hill Education (India) Private Limited.
6. Rentz, K., & Lentz, P. (2013). *Lesikar's Business Communication: Connecting in a Digital World*, Thirteenth Edition, McGraw-Hill/Irwin.
7. Thill, J. V. & Bovee, C. L. (2020). *Excellence in business communication*, Thirteenth (Global) Edition, Pearson.

Reference Books/Other Learning Materials

1. Daft, R. L. (2021). *Management*, Fourteenth Edition, Cengage Learning.
2. Kreitner, R., & Cassidy, C. (2012). *Management*. Twelfth Edition, Cengage Learning.
3. Lewis, P. S., Goodman, S. H., Fandt, P. M., & Michlitsch, J. F. (2016). *Management: Challenges for Tomorrow's Leaders*, Sixth Edition, South-Western College Publication.
4. Bovee, C. L., & Thill, J. V. (2018). *Business Communication Essentials: Fundamental Skills for the Mobile-Digital-Social Workplace*, Eighth Edition, Pearson.
5. Murphy, H. A., Hildebrant, H. W., & Thomas, J. P. (2008). *Effective Business Communications*, Seventh Edition, McGraw-Hill/Irwin.
6. Locker, K. O., & Kaczmarek, S. K. (2019). *Business Communication: Building Critical Skills*, Seventh Edition, Tata McGraw-Hill.
7. Pal, R. & Korlahalli, J. S. (2011). *Essentials of Business Communication*, Thirteenth Edition, Sultan Chand & Sons.