

**BBA II Year – IV Semester**  
**Department of Commerce and Business Management, Kakatiya University, Warangal**  
**BBA405: Managerial Communication**

**Max. Marks: 80UE+20IA**

**Unit – I: Communication:** Characteristics – Elements – Process – Objectives – Information Education – Persuasion – Motivation – Counselling – Controlling – Co-ordinating – 7Cs of Communication.

**Unit – II: Types of Communication:** Verbal, Non-verbal and Written - Upward – Downward – Horizontal – Objectives – Methods – Barriers of Communication.

**Unit – III: Communication and Public Relations:** Definition of Public Relations – Internal and External Public Relations – Use of Mass Media for Public Relations - Communication Process in Public Relations – Group Communication – Mass Communication – Corporate Communication – Press Conferences – Communication and Corporate Image.

**Unit – IV: Management Information System** – Planning and implementation of MIS – Functional Information Systems – Developing Reports and Forms - Report Writing - Objectives of Reporting – Types of Reports - Contents – Principles – Developing a project Report – Feasibility Report – Structure and Contents of a good project report.

**Unit – V: Job Hunting:** Researching Jobs – Resumes – Job applications – Job interviews - Building critical skills for Job Hunting – Effective Interviews – Preparation – Self Assessment.

Books

1. Urmila Rai and SM Rai, Business Communication, Himalaya Publishing House, Mumbai.
2. Kitty O Locker and Stephen Kyo Kaczmarek, Business Communication: Building Critical Skills, McGraw-Hill Higher Education, 5<sup>th</sup> edition, 2010.