

**M.COM (FINANCIAL ANALYSIS)****I SEMESTER**

<b>Subject Code</b>	<b>Title of the Paper</b>	<b>Hours per week</b>	<b>Total Marks</b>	<b>Credits</b>
P516 MC 101	Company Legislations & Compliance	4	100	4
P115 MC 102	Advanced Financial Management	4	100	4
P516 MC 103	Financial Markets and Regulations	4	100	4
P516 AR 101	Economics for Managers	3	100	3
P415 AR 102	Research Methodology	3	100	3
P115 AO 101	Basic Skills in Counselling / French	3	100	3
P115 ACBE 101	Analysis of Current Business and Economics – I (VALUE ADDED COURSE)	2	Grade Points	1
P115 MCE 101	Managerial Communication - I	2		1
P115 QTLR 101	Quantitative Techniques and Logical Reasoning- I (VALUE ADDED COURSE)	2		1
<b>TOTAL</b>		<b>27</b>		<b>24</b>

## P516 MC 101: COMPANY LEGISLATION & COMPLIANCE

### **Objectives:**

*Basic understanding of the provisions of the company law and its procedures*

#### **Module 1:**

**Preliminary-** Accounting Standards, Articles, Authorized Capital, Board of Directors, Called up Capital, Charge, Debenture, Deposit, Director, Dividend, Financial Statements, Financial Year, Issued Capital, Member, Memorandum, Private Company, Public Company, Related Party, Share, Small Company, Sweat Equity Shares, Associate, Joint Venture, Auditing Standards, Body Corporate, Books & Paper, Chartered Accountant, Company, Company Limited by guarantee, Company Limited by Shares, Employee Stock Option Plan, Foreign Company, Free Reserves, Holding Company, Key Managerial Personnel, Net worth, One Person Company, Paid up share capital, Promoter, Prospectus, Relatives, Subsidiary Company, Turnover, Independent Director.

**Incorporation Of Company And Matters Incidental Thereto –Incorporation –** Public and Private Company, Incorporation Requirements, Pre and Post Incorporation Contracts, Memorandum and articles of Association, Commencement of Business, Alteration of MOA and AOA, Registered office.

#### **Module 2:**

**Prospectus and Allotment of Securities –** Public offer and private placement

**Share Capital and Debentures –** Kinds of securities – Equity shares, Preference shares – Debentures- steps involved in the issue, reduction and transfer of securities, Right shares, Issue of bonus shares, Reduction of Share Capital, Buy back of shares, Issue of Sweat equity shares, Transfer and transmission of securities, Debenture – Introduction, issue and redemption.

#### **Module 3:**

**Acceptance of deposits by companies –** Acceptance of deposits from public for private companies.

**Registration of charges –** Duty to register charges, etc, Application for registration of charge, Satisfaction of charge, Company's register of charges.

#### **Module 4:**

**Meetings – Types of General Meeting –** Annual General Meeting and Extraordinary General Meeting – transaction of business, Notice of meeting, calling of extraordinary general meeting, Statement, Statement to be annexed to notice, Quorum for meetings, Chairman of meetings, Proxy, Voting.

**Resolutions -** Ordinary and special resolutions, Resolutions requiring special notice, Resolutions passed at adjourned meeting, Resolutions and agreements to be filed.

**Meetings Of Board And Its Powers -** Meetings of Board, Quorum for meetings of Board, Place of holding meeting, Powers of Board, Loan to directors, etc. Loan and investment by company, related party transaction.

#### **Module 5:**

**Declaration And Payment Of Dividend -** Declaration of dividend, Unpaid Dividend Account, Investor Education and Protection Fund.

**Accounts of Companies-** Books of account, etc. to be kept by company, Financial Statement, Board's report, etc. Corporate Social Responsibility.

**Audit And Auditors-** Appointment of auditors, Removal, resignation of auditor and giving of special notice, Eligibility, qualifications and disqualifications of auditors, Remuneration of auditors, Powers and duties of auditors and auditing standards, Auditor not to render certain services, Auditors to sign audit reports, etc. Auditors to attend general meeting.

**Module 6:**

**Appointment And Qualifications Of Directors** - Company to have Board of Directors, Appointment of directors, Application for allotment of Director Identification Number, Allotment of Director Identification Number, Prohibition to obtain more than one Director's Identification Number, Director to intimate Director's Identification Number, Company to inform the Director Identification Number to the Registrar, Obligation to indicate the Director's Identification Number, Punishment for contravention, Appointment of additional director, alternate director and nominee director, Appointment of directors to be voted individually, Disqualifications for appointment of director, Number of directorships, Duties of directors, Vacation of office of director, Resignation of director, Removal of director.

**BOOKS FOR REFERENCE:**

1. *Bare Act pocket edition – Taxmann*
2. *Company Law - Avtar Singh*
3. *Company Law - Nabhi Publication*
4. *Company Law - Gourish Kumar*

**Relevant e-forms to be filed Chapter wise under Companies Act, 2013**

SL. No.	Chapter	e-Form	Purpose of Form
1	II	INC-2	Form for Incorporation and nomination (One Person Company)
2	II	INC-3	Form for consent of nominee of One Person Company
3	II	INC-7	Application for Incorporation of Company (Other than One Person Company)
4	II	INC-21	Declaration prior to the commencement of business
5	II	NC-22	Notice of situation or change of situation of registered office and verification
6	II	INC-27	Conversion of public company into private company or private company into public company
7	III	PAS-3	Return of allotment
8	III	PAS-4	Private Placement Offer Letter
9	IV	SH-7	Notice to Registrar for alteration of share capital
10	V	DPT-3	Return of Deposits

11	VI	CHG-4	Particulars for satisfaction of charge
12	VI	CHG-1	Application for registration of creation, modification of charge (other than those related to debentures) including particulars of modification of charge by Asset Reconstruction Company in terms of Securitization and Reconstruction of Financial Assets and Enforcement of Securities Interest Act, 2002 (SARFAESI)
13	VII	MGT-14	Filing of Resolutions and agreements to the Registrar under section 117
14	VII	MGT-7	Form for filing annual return by a company.
15	IX	AOC-4	Form for filing financial statement and other documents with the Registrar
16	X	ADT-1	Information to the Registrar by Company for appointment of Auditor
17	X	ADT-3	Notice of Resignation by the Auditor
18	XI	DIR-3	Application for allotment of Director Identification Number
19	XI	DIR-6	Intimation of change in particulars of Director to be given to the Central Government
20	XI	DIR-11	Notice of resignation of a director to the Registrar
21	XI	DIR-12	Particulars of appointment of directors and the key managerial personnel and the changes amongst them
22	XXIV	GNL-1	Form for filing an application with Registrar of Companies
23	XXIV	GNL-2	Form for submission of documents with Registrar of Companies

## **P516 MC 102: ADVANCED FINANCIAL MANAGEMENT**

### **Objectives:**

1. *To impart knowledge in advanced techniques of financial management.*
2. *To enable the students to apply the techniques in financial decision making.*

### **Module 1:**

**The Finance Function** – Its nature and importance, Goals of financial management- Financial environment, changing role of financial management.

**Sources of long term Finance** – Ownership securities, creditor ship securities, convertibles, options and warrants, marketing of securities and SEBI guidelines, Euro issues.

### **Module 2:**

**Financial Decisions:** Measure of leverage, effects of leverage, EBIT-EPS analysis, capital structure theories, capital structure planning and factors affecting capital structure's decisions, cost of capital, specific cost of capital, overall cost of capital and marginal cost of capital.

Dividend decision - relevance and irrelevance theories – types of dividend policies, behavioural models of dividend policy, signalling theory, clientele effects, factors influencing dividend policy corporate dividend practices in India.

### **Module 3:**

**Investment Appraisal Techniques:** capital budgeting and its importance in decision making, estimating cash flows, techniques of investment appraisal – NPV, IRR, problem of multiple IRRs extended yield discounted payback. Allowing for inflation and taxation in investment appraisal, Adjusting for risk and uncertainty in investment appraisal, Specific investment decisions (lease or buy; asset replacement, capital rationing), projects with different lives, investment timing and duration.

Measurement of risk, evaluation of risky projects, multi-period probabilistic analysis – decision tree analysis, sensitivity analysis, simulation, RADR, Standard deviation, Certainty Equivalent approach, International perspective to capital budgeting decisions.

### **Module 4:**

Working capital management, planning, control and policy, management of various components of cash receivables and inventory, financing of working capital.

### **Module 5:**

**Corporate Financial Policy** – shareholder value creation – interface of financial policy and

Strategic management – Financial goals systems

### **BOOKS FOR REFERENCE:**

1. *Weston and Brigham, Essentials of Managerial Finance, The Drydon Press*
2. *James Vanhorne, Fundamentals of Financial Management, Prentice Hall Inc.*

3. *John Hampton, Financial Decision Making Concepts, Problems and Cases, Prentice Hall of India Ltd.*
4. *Schall and Haley, Financial Management, McGraw Hill, Newyork*
5. *Brealy and Myers, Principles of Corporate Finance, McGraw Hill Newyork.*
6. *Prasanna Chandra, financial Management Theory & Practice, Tata McGraw Hill*
7. *Khan and Jain, Financial Management, Tata McGraw Hill*
8. *IM. Pandey, Financial Management, Vikas Publishing House.*
9. *S.C. Kuchal, Financial Management, Chaitanya Publishers, Allahabad.*
10. *Chakraborty & Others, Financial Management & Control, Mc Millan India Ltd.*

## **P516 MC 103: FINANCIAL MARKETS AND REGULATIONS**

### **Objectives:**

- 1. To make the student familiarize with the financial services and markets in the Indian financial system.*
- 2. To provide an understanding of working of financial markets.*

### **Module 1:**

Nature and role of financial system, structure of financial system, equilibrium in financial markets, financial system and economic development, financial intermediation, role and patterns.

### **Module 2:**

**Introduction to Money Market** – Nature & Deployment of Surplus Funds and Raising of Short-term funds, Characteristics of Money Market – Regulatory framework of RBI, FIMMDA (Fixed Income, Money Market and Derivatives Association) and Foreign Exchange Dealers Association of India (FEDAI) Call Money Market-Players, Utility, Money market Instruments: Commercial Paper, Certificates of Deposits, Bills of Exchange, Treasury Bills (TBills), Bill Discounting, Factoring, Letter of Credit, Money Market Mutual Funds, Fixed Maturity Plans

### **Module 3:**

**Capital Market** Evaluation of the Development, Future Trends, Primary Market System and Regulations in India, Issue of, Types of Scripts, Types of firm's Interface with Investors Capital: Process, Regulations, Legalities, Pricing of Issue, Methods of Issue, Managing Book-building, Road-show, Intermediaries in Issue Management Shareholder Relations, Primary Market Intermediaries: Commercial Banks, Development Banks, Custodians, Merchant Bankers, Issue Managers, Rating Agencies, etc.

Secondary Market System and Regulations in India, Stock Exchanges in India: History and development and importance, Listing of Scripts, On-line Trading, Depositories: Growth, Development, Regulation, Mechanism, OTC Exchange, Stock Exchange Mechanism: Trading, Settlement, Risk Management, Investor Grievances, Basics of Pricing Mechanism, Carry Forward, Badala, Automated Lending and Borrowing Mechanism, Inside Trading, Circular Trading, Price Rigging, etc. , Players on Stock Exchange: Investors, Speculators, Market Makers, Bulls, Bears, Stags, Stock Exchange Regulations, Stock Exchange Board , Stock Indices , Role of FIIs, MFs and Investment Bankers, Regulations and Regulatory Agencies (Primarily SEBI) , For Primary Markets, For Secondary Markets

## **P516 MC 103: FINANCIAL MARKETS AND REGULATIONS**

### **Objectives:**

- 2. To make the student familiarize with the financial services and markets in the Indian financial system.*
- 2. To provide an understanding of working of financial markets.*

### **Module 1:**

Nature and role of financial system, structure of financial system, equilibrium in financial markets, financial system and economic development, financial intermediation, role and patterns.

### **Module 2:**

**Introduction to Money Market** – Nature & Deployment of Surplus Funds and Raising of Short-term funds, Characteristics of Money Market – Regulatory framework of RBI, FIMMDA (Fixed Income, Money Market and Derivatives Association) and Foreign Exchange Dealers Association of India (FEDAI) Call Money Market-Players, Utility, Money market Instruments: Commercial Paper, Certificates of Deposits, Bills of Exchange, Treasury Bills (T-bills), Bill Discounting, Factoring, Letter of Credit, Money Market Mutual Funds, Fixed Maturity Plans

### **Module 3:**

**Capital Market** Evaluation of the Development, Future Trends, Primary Market System and Regulations in India, Issue of , Types of Scripts, Types of firm's Interface with Investors Capital: Process, Regulations, Legalities, Pricing of Issue, Methods of Issue, , Managing Book-building, Road-show, Intermediaries in Issue Management Shareholder Relations, Primary Market Intermediaries: Commercial Banks, Development Banks, Custodians, Merchant Bankers, Issue Managers, Rating Agencies, etc.

Secondary Market System and Regulations in India, Stock Exchanges in India: History and development and importance, Listing of Scripts, On-line Trading, Depositories: Growth, Development, Regulation, Mechanism, OTC Exchange, Stock Exchange Mechanism: Trading, Settlement, Risk Management, Investor Grievances, Basics of Pricing Mechanism, Carry Forward, Badala, Automated Lending and Borrowing Mechanism, Inside Trading, Circular Trading, Price Rigging, etc. , Players on Stock Exchange: Investors, Speculators, Market Makers, Bulls, Bears, Stags, Stock Exchange Regulations, Stock Exchange Board , Stock Indices , Role of FIIs, MFs and Investment Bankers, Regulations and Regulatory Agencies (Primarily SEBI) , For Primary Markets, For Secondary Markets

### **Module 4:**

Financial Services: Leasing, Factoring, Credit rating, Hire purchase, Consumer durables financing, Merchant banking agencies, underwriting, Funds transfer, Acceptance, Stock holding, Loan syndication, Custodial service, Depository services, Venture capital finance. Mutual Fund and Securitization of Debt. (Concepts and Major Classifications).



## **Module 5:**

Regulatory framework for financial markets and institutions, regulation v/s deregulation, role of reserve bank of India, and its bank rate and open market operations policies, Interest rate structure, interest rate of India, SEBI.

## **Module 6:**

Financial Sector reforms – 1991, 2004 – income recognition, Asset Classification & Provisioning norms (IRAC Norms) – Capital adequacy norms (Basel I,II & III) Banks exposure norms – Rating of Banks – Camels Rating. Role of Banks in Financial System: Functions of Commercial Banks – Definition of Banking, functions of banking (Primary & Secondary) – Products – Deposits & Advances –

### ***BOOKS FOR REFERENCE:***

1. *L.M. Bhole: Financial Institutions & Markets, Tata McGraw Hill, New Delhi.*
2. *Edminister. R.O: Financial Institutions, Markets & Management, McGraw Hill, New York, 1986.*
3. *Karkal G.C: Unorganised money markets in India, Lalwani, Bombay.*
4. *Khan. M.Y. Indian Financial System, Vikas*
5. *H.R Machiraju: Indian Financial System, Vikas Pub. House.*
6. *E.Gorden & K. Nataraj, Financial Markets and Services, Himalaya Publishing house.*
7. *ICWA, Financial Services, ICAI, Publication.*
8. *G.S. Patel, Capital Market, Functioning and Trends, ICFAI Publication.*
9. *J.N. Dhonkar, A Treatise on Merchant Banking, Skylark Pub. Delhi.*
10. *Vindo Kothari, Leasing, Hirepurchase and Consumer Credit, Wadhwa and Company.*
11. *SEBI Guidelines issued from time to time.*
12. *K. Sriram, Handbook of Leasing, Hire Purchasing and Factor, ICFAI Publications.*
13. *Gledstone, Venture Capital Investing, NY, Prentice Hall.*
14. *Smith P.F., Money and Financial Intermediation, The Theory and Structure of Financial Systems, Prentice Hall, New Jersey.*

## **P516 AR 101 - ECONOMICS FOR MANAGERS**

### **Objectives:**

*The course will sharpen their analytical skills through integrating their knowledge of the economic theory with decision making techniques. The course covers the standard topics of managerial economics that are crucial to understanding the behavior of business firms in a global setting.*

### **Module 1:**

**Nature, Scope and methods of managerial economics-** Scarcity, choice and allocation problems in business. Basic factors in business decision making: Marginalism, Equi-marginalism, and Opportunity cost principle, Risks and uncertainties, Time value of money. Use of quantitative techniques in managerial economics: Mathematical functions, derivatives, optimization principles and statistical techniques.

### **Module 2:**

**Demand analysis, estimation and forecasting** - Demand theory. Types of demand. Demand elasticity: Types, measurement and factors. Elasticity of demand and marginal revenue. Uses of elasticity concept in business decision making. Estimation of Demand function. Demand forecasting: Importance and methods. Qualitative and quantitative techniques.

### **Module 3:**

**Production analysis** - Production functions with one-variable and two-variable inputs. Returns to a factor and returns to scale. Isoquants, isocost curves and ridgelines. Optimum factor combination. Elasticity of output and Elasticity of substitution. Empirical production functions. Forms of Production function. Cobb-Douglas and CES production functions. Production possibility analysis. Optimum product mix of a multi-product firm.

### **Module 4:**

**Cost and revenue analysis** - Cost theory and its applications: Types of costs. Theoretical and Empirical cost curves. Short-run and long-run cost curves. Derivation of cost functions from production functions. Empirical estimation of cost functions. Economies of scale versus economies of scope. Optimum firm. Learning curve. Cost control and cost reduction. Revenue concepts and functions. Break-even analysis.

### **Module 5:**

**Market structure and product pricing** - Features of and pricing-output decisions in perfect competition, monopoly, oligopoly and monopolistic competition. Equilibrium of the firm and of industry under different market conditions. Degree of monopoly power. Discriminating monopoly. Welfare triangle. Pricing methods and practices of modern business firms: Cost-based and demand-based pricing strategies.

### **Module 6:**

Macro-economic policies monetary and fiscal policy and its business implication. Inflation -methods causes, measures to correct inflationary tendency.

### **BOOKS FOR REFERENCE:**

1. *Atmanand, Managerial Economics, EB*
2. *Sk Misra and VK Puri, Indian Economy, HPH*

3. *Dominick Salvatore, Managerial Economics, Thomson*
4. *Damodaran, Managerial economics, Oxford*
5. *Keating and Wilson, Managerial Economics, Biztantra*
6. *Craig Peterson, Chris Lewis and Sudhir Jain, Managerial Economics, Person*
7. *Chirstopher Thomas and Charles Maurice, Managerial Economics, TMH*
8. *Mankar, Business Economics, McMillan*
9. *Paul Keat and Philip Young, Managerial Economics, Pearson*

## **P516 AR 102: RESEARCH METHODOLOGY**

### **Objectives:**

- 1. To familiarise students with concepts, tools and techniques of Business Research*
- 2. To enable students to take up research / consultancy projects and handle them independently*

### **Module 1:**

**Research-** Meaning, Purpose, Scientific method, Types of Research; Scope of Business Research. Terms, concepts and Definitions used in Research Methodology, The Research Process. MRQH

### **Module 2:**

**Review of Literature-** Need, Purpose, Notes taking. Research Gap, Research Problem, E-Resources and their usage – useful websites for Management research - Search Engines – Important Web Sources: CSO, NSSO, RBI, World Bank, ILO, IIM, ICSSR, NCAER, INFLIBNET, CMIE, India Stat, Open access Journals, Research Institutes Repository etc.

### **Module 3:**

**Research Design-** Meaning, nature, process of preparation, components of Research Design. Variables and parameters. Sampling Techniques: Sampling methods, Concept of Sampling Distribution.

### **Module 4:**

**Data-** Sources of data, Methods and tools of Data collection; Observation, Mailing; Interviews and Schedules, Questionnaires, Scales and Rating, Sociometry, Pilot study. Processing of data; checking, editing, coding, transcription, tabulation, preparation of tables, graphical representation.

### **Module 5:**

**Formulation of Hypothesis-**Testing of hypothesis; Confidence Intervals, Standard Error, Uses of z, t and Chi-square tests. Analysis of data; Statistical techniques and their uses.

### **Module 6:**

**Report Writing-** Planning report writing work: Target audience, Types of report, Synoptical outline of chapters; Research Proposals; Steps in drafting dissertations. Bibliography- Citation- Impact Factor. Editing features-Formatting Text, Aligning paragraph and page size, Tab settings. Research presentation layout.

Funding Agencies in Social Science Research: UGC, ICSSR, Planning Commission.

1. Practical Research Paper presentation at departmental level.
  2. Each Module has practical testing like a) how to identify problem b) how to design research proposal c) sample design d) review of literature preparation e) reference citation.

### **BOOKS FOR REFERENCE:**

1. *“Business Research Methods” - Donald R. Cooper & Pamela S. Schindler, 2006. Tata McGraw-Hill.*

2. *“Methodology of Research in Social Sciences”- O.R. Krishnaswamy & M. Ranganatham, 2008. Himalaya Publishing House.*
3. *Israel .D. Data Analysis in Business Research: A step by-step Nonparametric Approach, Sage Publications, New Delhi.*
4. *“Research Methodology: Methods and Techniques” C. R. Kothari, 2008. New Age International Publishers.*
5. *“Methodology and Techniques of Social Research” - P. L. Bhandarkar & T.S. Wilkinson, 2009. Himalaya Publishing House.*
6. *“Business Research Methods” - Alan Bryman & Emma Bell, 2008. Oxford University Press – India Edition.*
7. *“Business Research Methods” - William G. Zikmund, 2009. Cengage Learning – India edition.*
8. *Business Research: A Practical Guide for Undergraduates & Postgraduates “Jill Collis & Roger Hussey, 2009. Palgrave Macmillan – India.*
9. *“Research Methodology – A Step-By-Step Guide for Beginners” -- Ranjit Kumar, 2008. Pearson Education.*
10. *SPSS 17.0 for researchers-Dr.S.L.Gupta & Hitesh Gupta, International Book House Pvt Ltd, Mumbai.*
11. *Working papers on management research.*
12. *Research Articles from peer reviewed Journals.*

#### **Websites**

1. [www.google.com](http://www.google.com)
2. [www.doaj.org](http://www.doaj.org)
3. [www.eric.ed.gov](http://www.eric.ed.gov)
4. [www.ssrn.com](http://www.ssrn.com)
5. <http://j-gate.informindia.co.in/>
6. <http://iimkresearch.blogspot.in/>
7. <http://www.epwrf.in/>
8. <http://www.elibrary.imf.org/>
9. <http://eric.ed.gov>

## **P115 AO 101: BASIC SKILLS IN COUNSELLING**

### **Objectives:**

1. To train students who will be available in the community, to reach out to those who need help.
2. To give the students an overview about counseling, which might help them in making a decision in dealing with their students, identification of problems among students and the ability to make referrals
3. To give the students opportunity for self/personal growth.

### **Module 1:**

Meaning & Definition of Counselling, Qualities of a Counsellor: Self-Awareness, Counselling situations, Different modes of Counselling: Individual, Group, Family, Tel, E-Mail, Ethical issues in Counselling

### **Module 2:**

Rapport Building, Attending Skills, Observation Skills, Questioning Skills, Positive Asset Search

### **Module 3:**

Encouraging, Paraphrasing and Summarizing, Reflection Feeling/Empathy, Emotions: Identification, expression, regulation

### **Module 4:**

Case history taking, structuring a session, Self Esteem.

### **Module 5:**

Person-Centered Theory - Core Conditions of Counselling, Psychoanalytic Theory: Unconscious, Defence Mechanism.

### **Module 6:**

Theory of Psycho-social development, Behavioural Theories: Classical & Operant Conditioning and its application

### **Module 7:**

CBT identification: A-B-C, Assertiveness training, Peer Pressure.

### **Module 8:**

Anxiety, Depression, Suicide.

### **Module 9:**

Boundaries as a teacher, referral skills, Stress and Stress Management Techniques & Work Life Balance.

### **Module 10:**

Evaluation

### **Books for Reference:**

1. *Bond, T. (1997). Standards and ethics for counsellors in action. New Delhi: Sage.*
2. *Cormier, S. & Cormier, B. (1998). Interviewing strategies for helpers (4<sup>th</sup>edn.). Pacific Grove, CA: Brooks/Cole.*

3. Corey, G (2009).*Theory and practice of counselling and psychotherapy (8<sup>th</sup>edn.)*. Pacific Grove, CA: Brooks/Cole.
4. Egan, G. (1994).*The skilled helper (5<sup>th</sup>edn.)*. Pacific Grove, CA: Brooks/Cole.
5. Ivey, A.E. & Ivey, M.B. (2003).*Intentional interviewing and counselling (5<sup>th</sup>edn.)*. Pacific Grove, CA: Brooks/Cole.
6. Shertzer, B. & Stone, S. C. (1980).*Fundamentals of counselling*. Boston: Houghton Mifflin .

## **P115 MCE 101: MANAGERIAL COMMUNICATION - I**

### **Module 1:**

**Foundation of Management Communication:** Importance of Communication Concepts and Dimensions; Forms of Communication; Process of Communication: Different Stages; Introduction, Barriers and Gateways in Communication; Difference between Oral and Written Communication, Listening and Feedback; Communicating in teams.

### **Module 2:**

**Effective Oral Communication: (Large Group Communication)** Demonstrate Improved persuasion skills and Influencing skills, Negotiation Skills, , Public Speaking, and Presentation Skills.

### **Module 3:**

**Business Writing And Creative Expression: (Commercial Communication)** - Routine /Business/Sales Letter, Proposal writing, Report writing, Content writing Brochures, Flyers, News Letter.

### **Module 4:**

**Mastering Listening Skills/Non Verbal Communication/ Interpersonal Skills** - Understanding Listening Process, Overcoming Barriers to Effective Listening, Recognizing Different Types of Listening, Note Taking, and Using Nonverbal Communication Effectively. Communication for Giving and Receiving Constructive Criticism and Conflict Resolution.

### **Module 5:**

**Business Vocabulary:** Fundamentals of Executive English, Errors Analysis, Punctuation and Global English.

#### **Methodology**

Role-Plays, Cases, Lectures, Individual & Group Exercises, Films, Presentations by Students and Videos.

#### **Evaluation**

Quiz, Assignments & Presentation - 50%

End Term Exam 50%

### ***Textbooks & Course Material***

1. *Essentials of Business Communication, 6th Edition, Mary Ellen Guffey, South-Western College Publishing, 2003.*
2. *Excellence in Business Communication, 8th Edition, Thill, John V., Courtland L. Bovee Prentice Hall, 2007.*
3. *Business Communication, 2nd Edition, Prof. Dr. Asha Kaul, PHI Learning P.Ltd., 2009.*
4. *Secrets of Face-to-Face Communication, 1st Edition, Peter Bender & Dr. Robert Tracz, Macmillan India, 2007.*
5. *Soft Skills, 1st Edition, Prof. Dr. K. Alex, S. Chand & Co. Ltd., 2009*
6. *Personal Development, All-in-One, 1st Edition, Edited by: Gillian Burn, Wiley India, 2009*



7. *The Economist: Style Guide, 9th Edition, Profile Books, Indian Edition: Viva Books, 2009*