

TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Management Sciences

Master of Business Administration (MBA)

Scheme and Syllabus (w.e.f. AS 2021-22)

Communication in Organizations

Course Code: MS-113

L-2, Credits-3

Objectives: The aim of the course is to train students to enhance their skills in written and oral communication. The course will help students develop competence in communication so that they can successfully handle the challenges of all types of communication in business environment.

Course Outcomes (COs)

After completion of this course, the learners will be able to:-

CO1:	Recognize the scope and significance of communication and its relevance for enhancing individual and organizational performance in the context of global business operations.
CO2:	Explain the concepts, theories and principles of communication informing various communication strategies and practices aimed at effective communication with different stakeholders of the organization.
CO3:	Identify and apply various tools and techniques for developing appropriate communications strategies aimed at positioning the organization and build brand image.
CO4:	Exhibit the use of interpersonal communication skills and etiquettes for impactful business dealings and lasting relationship building reflected in dressing sense, listening skills, cultural sensitivity etc.
CO5:	Devise an effective communication strategy and protocols that can be successfully employed by the individuals and teams while participating in business negotiations.