



M.B.A. Semester I
PM01CMBA55: MANAGEMENT SKILLS DEVELOPMENT

Course Code	PM01CMBA55	Title of the Course	Management of Skills Development
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	<ol style="list-style-type: none">1. To know the importance of communication and develop effective communication skills.2. To evaluate cases and develop analytical, problem solving and decision-making skills.3. To demonstrate discussion and presentation skills.4. To improve all the four components of communication, i.e. reading, writing, speaking and listening.
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Course Content- 30 sessions		
Unit	Description	Weightage (%)
1.	Basic Concepts of communication, Objectives, Characteristics & Process of communication, Barriers to Effective Communication, Role of verbal & non-verbal communication.	25
2.	Developing Case Analysis skills through analysis of cases, Decision making Skills Development, listening exercises	25
3.	Oral and Written Communication: Telephone, Public speaking, Introducing speakers, Evaluating a speaker, Impromptu speeches. Listening skills enhancement, Writing skills- Business letters, Memos, tone of writing, sales letters, application & resumes, business reports.	25
4.	Improving Presentation Skills, Group Discussion, Interviews, Meetings, Negotiation, Business Proposals, Business etiquettes, Strategies for removing stage fright. Video conferencing and social media etiquettes	25



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Teaching-Learning Methodology	Lectures, Case Discussions, Role Plays, Management Games, Presentations, Assignments, Providing feedback based on video shooting of presentations, Reading and listening exercises
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Mid Semester Examination	30%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance	30%
3.	End Semester Examination	40%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Practice verbal, written and non-verbal forms of communication effectively.
2.	Demonstrate the writing, speaking, reading and listening skills, improving their confidence in communication.
3.	Develop the case analysis approach of learning and analyze cases/situations, thereby improving decision-making skills.
4.	Demonstrate the ability to prepare and deliver effective presentations to suit various business scenarios.
5.	Draft business letters, emails, notices, reports etc, with clarity and specificity.
6.	Enhance skills capability.

Suggested References:	
Sr. No.	References



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1.	Lesikar, Petit & Flatley Basic Business Communication, Tata McGraw Hill, New Delhi.
2.	Monipally, M.M., The Craft of Business Letter Writing, Tata McGraw Hill, New Delhi.
3.	Boone, Kurtz, & Block, Contemporary Business Communication, Prentice-Hall, New Jersey, US.
4.	Thill, John & C.V. Bovee, Excellence in Business Communication, McGraw Hill Inc.

On-line Resources

https://www.udemy.com/topic/management-skills/

https://onlinecourses.nptel.ac.in/noc20_hs16/preview
