



**MATA TRIPURA SUNDARI  
OPEN UNIVERSITY**

Agartala, Tripura

**MGO - 6105**

**SCHOOL OF MANAGEMENT AND  
COMMERCE**

**COMMUNICATION FOR MANAGEMENT**

**MASTERS OF BUSINESS  
ADMINISTRATION (MBA)**

# **MASTER OF BUSINESS ADMINISTRATION**

## **(M.B.A.)**

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1. Mr. Himanshu Saxena
2. Ms. Rainu Verma
3. Mr. Jeetendra Kumar
4. Mr. Khiresh Sharma
5. Mr. Ankur Kumar Sharma
6. Mr. Pankaj Kumar

**Block I: Introducing Business Communication**

**Unit 1:** Basic forms of communication; Self Development and CommunicationDevelopment of positive personal attitude

**Unit 2:** Communication models and processes; Self Development and CommunicationDevelopment of positive personal attitude; Corporate

**Unit3:** Audience analysis Principles of effective communication, formal and informal communication networks, Grapevine, miscommunication (barriers).

**Block II: Effective listening**

**Unit 4:** Principles of effective listening; Factors affecting listening exercise;

**Unit 5:** Oral, written and video sessions.

**Unit 6:** Modern forms of communicating:

**Unit 7:** Fax; E-Mail; Video conferencing etc. nonverbal aspects of communication, Kinesics, Proxemics, Para language, sign language.

**Block III: Writing skills**

**Unit 8:** Planning business message; rewriting and editing; the first draft; reconstructing the final draft.

**Unit 9: Business** letters; Appearance of request letters; Good news and bad news letter's; Persuasive letters;

**Unit 10:** Sales letters; Collection letters; Office memorandum, notice and circular.

**Unit 11:** Writing resume and letter of application.

**Block IV: Report writing**

**Unit 12:** Introduction to a proposal, short report and formal report, report preparation,

**Unit 13:** Sales presentation, training presentation,

**Unit 14:** Conducting surveys, speeches to motivate.

**Block V: Practices in business communication**

**Unit 15:** Group discussions; Mock interviews; Seminars; Effective listening exercises;

**Unit 16:** Individual and group presentations, Oral presentation:

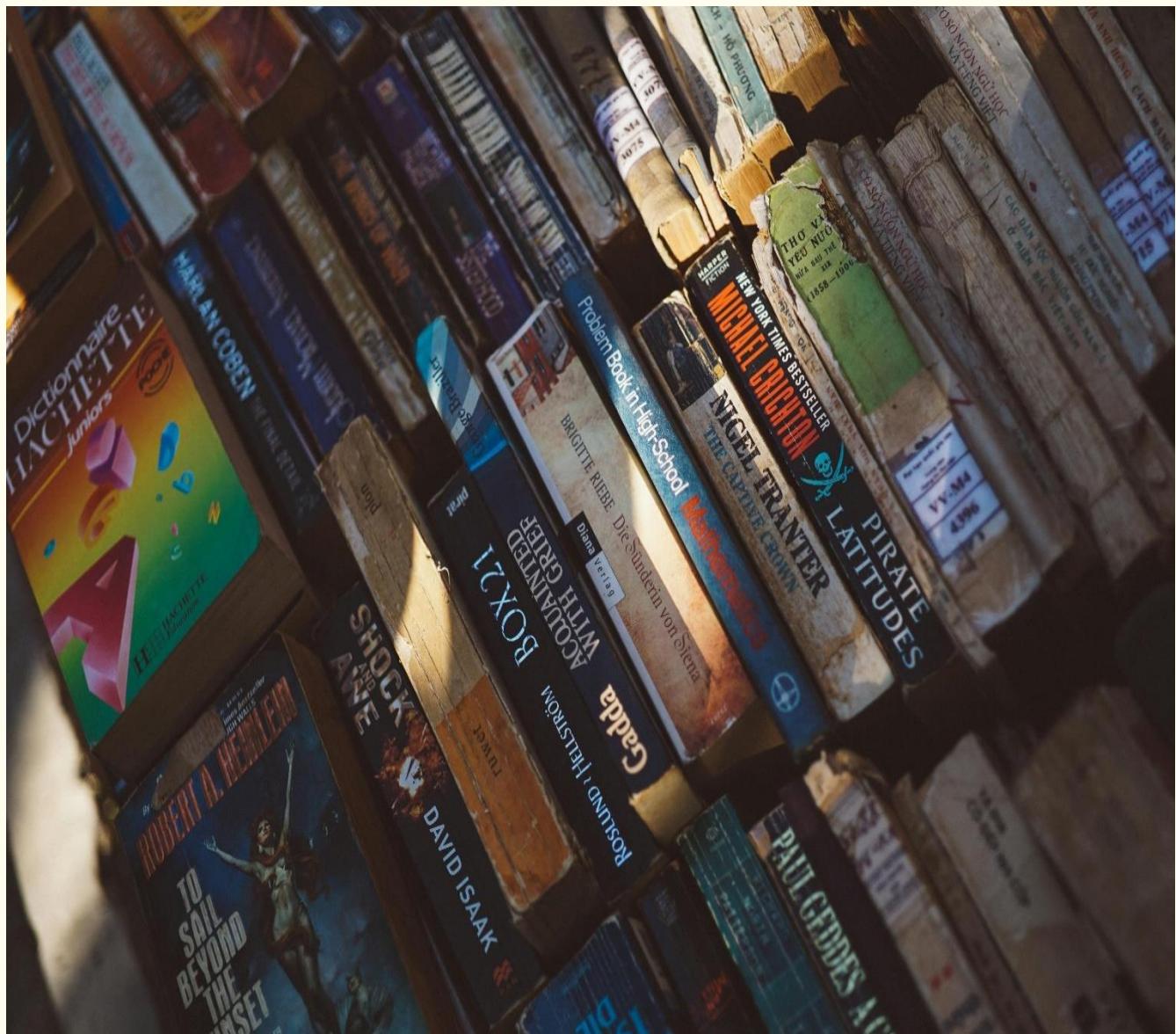
**Unit 17:** Principles of oral presentation, Factors affecting presentation,

**Unit 18:** Interviewing skills: Appearing in interviews; conducting interviews



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**MATA TRIPURA SUNDARI  
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**Block I: Theoretical Framework of Business Environment**

**Unit 1:** Concept, Significance, of Business Environment  
**Unit 2:** Nature, Elements & Dimensions;  
**Unit 3:** Environmental Scanning and Monitoring.

**Block II: Economic Environment of Business**

**Unit 4:** Significance and Elements; Economic Systems; Economic planning in India; Government Policies- Industrial,  
**Unit 5:** Fiscal, Monetary, EXIM; Public Sector and economic development; Development banks and its relevance to Indian business;  
**Unit 6:** Economic Reforms, Liberalization and structural adjustment programmes;  
**Unit 7:** Regulation of Financial Markets, SEBI.

**Block III: Political and Legal Environment of Business**

**Unit 8:** Critical elements; Government and business;  
**Unit 9:** Changing dimensions of political and legal environment in India;  
**Unit 10:** MRTP Act, Competition Act, FEMA and licensing policy  
**Unit 11:** Consumer Protection Act.

**Block IV: Socio-cultural Environment**

**Unit 12:** Social institutions, systems, values, attitudes, groups, etc;  
**Unit 13:** Dualism in Indian society and problems of uneven income distribution;  
**Unit 14:** Rural sector in India; Social Responsibility of Business; Consumerism in India.

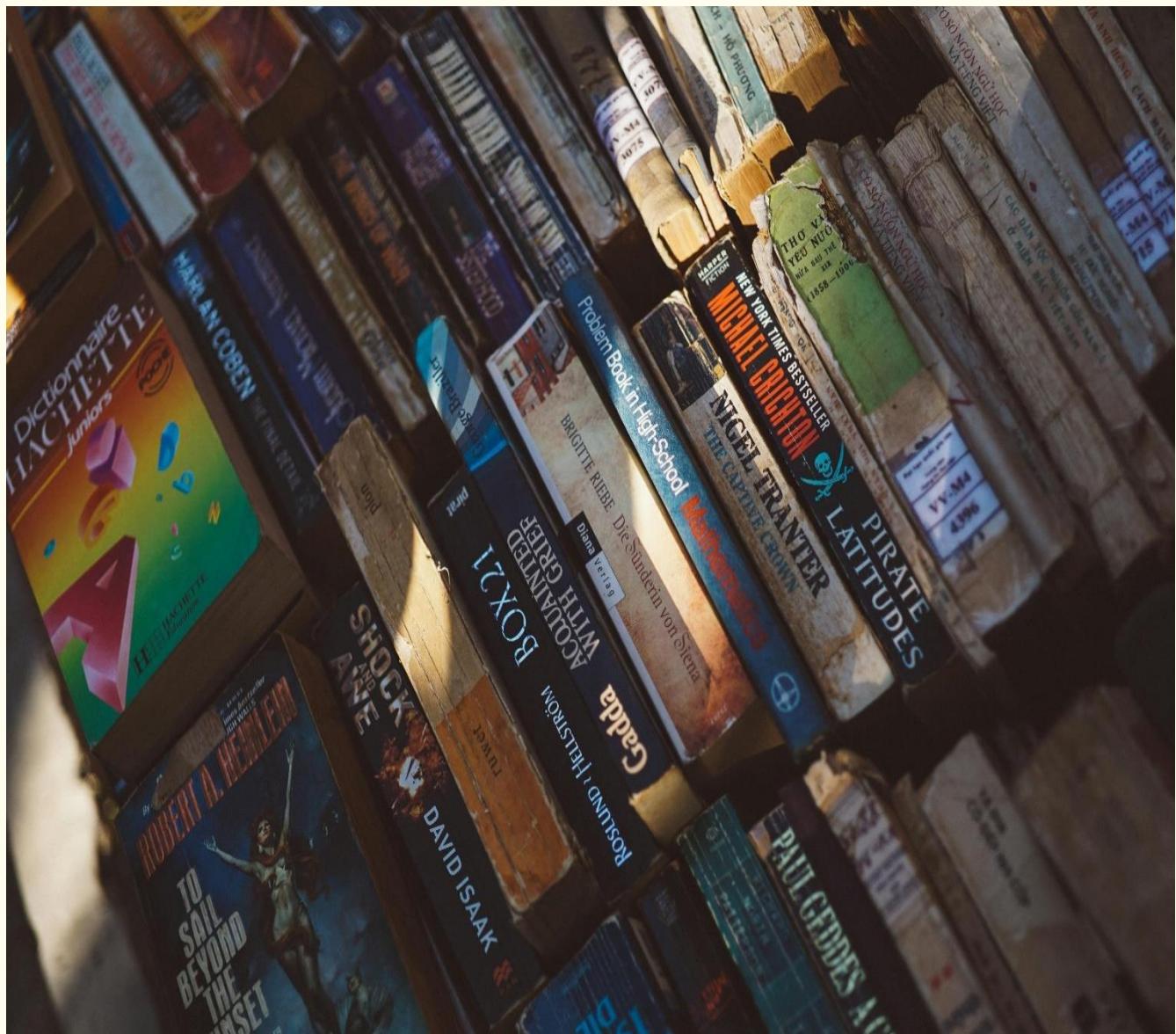
**Block V: International and Technological Environment**

**Unit 15:** Multinational Corporations; Foreign collaborations and Indian business; NRIs and Corporate sector  
**Unit 16:** International Economic Institutions- WTO, World Bank, IMF and their importance to India; Foreign trade Policies;  
**Unit 17** Impact of Rupee devaluation; Technological environment in India; Policy on research and development  
**Unit 18:** Intellectual Property Rights; Technology transfer.



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