



MATA TRIPURA SUNDARI OPEN UNIVERSITY

Tripura

MGO-6105

SCHOOL OF MANAGEMENT AND COMMERCE

**COMMUNICATION FOR
MANAGEMENT**



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Mata Tripura Sundari Open University
Gomati-Tripura

MASTERS OF MANAGEMENT

MASTER OF BUSINESS ADMINISTRATION

(M.B.A.)

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Professor of Management
IGNOU, New Delhi

Prof. Arvind Hans
Professor of Management
MTSOU, Tripura

Prof. Prakash D Achari
Professor of Management
Usha Martin University, Ranchi

COURSE WRITERS

Dr. Arvind Hans
Professor of Management
MTSOU, Tripura
MGO-6101 Principles and Practices of
Management

Dr. Saifullah Khalid
Associate Professor of Management
MTSOU, Tripura

MGO-6102 Managerial Economics

Dr. Meenakshi Kumari
Assistant Professor of Management
MTSOU, Tripura
MGO-6103 Accounting for Managers

Dr. Nyarik Geyi
Assistant Professor of Management

MTSOU, Tripura
MGO-6104 Business Statistics

Mr. Rana Taku
Assistant Professor of Management
MTSOU, Tripura
MGO-6105 Communication for
Management

COURSE EDITORS

Prof. Ashish Mishra
Professor of Management
Mangalayatan University, Jabalpur

Prof. Rajeev Sharma
Professor of Management
Mangalayatan University, Aligarh

Prof. Anurag Saxena
Professor of Management
IGNOU, New Delhi

Dr. Swati Saxena
Associate Professor of Management
Mangalayatan University, Jabalpur

Dr. Prakash Mishra
Associate Professor of Management
Mangalayatan University, Jabalpur

Dr. Ashutosh Saxena
Associate Professor of Management
Mangalayatan University, Jabalpur

FORMAT EDITORS

Dr. Nitendra Singh
Associate Professor of English
MTSOU, Tripura

Ms. Angela Fatima Mirza
Assistant Professor of English

MTSOU, Tripura

Dr. Faizan
Assistant Professor of English
MTSOU, Tripura

Ms. Vanshika Singh
Assistant Professor of English
MTSOU, Tripura

MATERIAL PRODUCTION

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 Communication Development of positive personal attitude

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

Unit 3: 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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Agartala, Tripura

1 No. Colony, Chandrapur Colony, VTC Indiranagar, Distt. Gomati - Tripura - 799013
Mobile No.: - 84487 89806 | info@mtsou.com | www.mtsou.com



MATA TRIPURA SUNDARI OPEN UNIVERSITY

Tripura

MGO-6202

SCHOOL OF MANAGEMENT AND COMMERCE

BUSINESS ENVIRONMENT

MASTERS OF MANAGEMENT

MASTER OF BUSINESS ADMINISTRATION

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Professor of Management
Usha Martin University, Ranchi

COURSE WRITERS

Dr. Arvind Hans
Professor of Management
MTSOU, Tripura
MGO-6201 Entrepreneurship & SMEs
Management

Dr. Saifullah Khalid
Associate Professor of Management
MTSOU, Tripura

MGO-6202 Business Environment

Dr. Meenakshi Kumari
Assistant Professor of Management
MTSOU, Tripura
MGO-6203 Research Methodology

Dr. Nyarik Geyi
Assistant Professor of Management

MTSOU, Tripura
MGO-6204 Business Laws

Mr. Rana Taku
Assistant Professor of Management
MTSOU, Tripura
MGO-6205 Human Resource Management

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Mangalayatan University, Jabalpur

Dr. Ashutosh Saxena
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Mangalayatan University, Jabalpur

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5. Mr. Ankur Kumar Sharma
6. Mr. Pankaj Kumar

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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