

## BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
<b>BSCS-423</b>	<b>Managerial Communication</b>	<b>3</b>	<b>VIII</b>
Year	Discipline		
<b>4</b>	<b>Communication Studies</b>		

### Course Contents

What is managerial communication? Characteristics & various roles of communication,. Dynamics of Leadership, Decision making. Feedback for evaluation and information,. Management & the international environment. Media relations.

### Practical:

Interview with the manger of a business organization.

### Recommended Books

- Managing Change, Bemard Bruce, Pitman Publishing, London, 1996.
- The Skills of Management, W. David Ress, Routledge, London, 3rd Ed.1991
- Managing, John R. Schermerhorn JrRm, James G. Hunt and Richard, N. Osborn, John.
- Training in Interpersonal Skills, Stephen R. Robins, Prentice Hall, Englewood, 1989.
- Effective Writing for Engineers, Mangers and Scientists, J.J. Tichy, John Wiley & Sons, New York, 1988.
- Organizational Communication: A managerial Perspective, Jane Whitney and Richardsd M. Hodgetts, Academic Press, New York, 1986.
- Managing by Communication, Michele Tolela Myres and Gail E. Myres, McGraw Hill, New York, 1982.