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Knowledge Park-II, Greater Noida (U.P.)



# CERTIFICATION PROGRAMME ON MANAGEMENT COMMUNICATION

For MBA 1<sup>st</sup> Semester

**Resource Person** 

Dr. SHEFALI I Mr. SANIKANT

**Assistant Professor, MIMT** 

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# MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

Knowledge Park-II, Greater Holds (U.P.)

13th December, 2023

#### NOTICE

Mangalmay Institute of Management & Technology is going to organise Add-on Certification Program (Mains) "Management Communication by Harvard Business Publishing" for the students of MBA 1st year (Sec E & F) as per following details:

Starting Date: 14th December 2023

**Total Duration: 20 Hours** 

No. of Class: 14 Classes (Every Thursday & Every Saturday)

Venue: Seminar Hall, Block A

Beneficiaries: MBA 1st Year (Sec E & F)

Teaching Assistant: Ms. Shefali Panwar & Mr. Sanikant Kumar, Faculty, MIMT

Dr. Lalit Kumar Sharma Dean, MIMT

CC to:

Director Office **IQAC** Director HOD/Coordinator Faculty Members Notice Board Office File



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#### **SYLLABUS**

#### **Certification Program"Management Communication"**

**Duration: 20 Hours** 

MAIN TOPIC	SUB TOPIC
Planning Communication	<ul> <li>Introduction</li> <li>What good are Models?</li> <li>Case Study Planning Communication</li> <li>Analysing the communication situation</li> <li>Organizing a message</li> <li>Planning Communication: Memos, Templates &amp; check lists.</li> <li>Planning communication Exam</li> </ul>
Writing in Business	<ul> <li>Introduction to business writing</li> <li>Writing Process and Writing Style</li> <li>Team Report and Presentation</li> <li>Informative Writing and Persuasive Writing</li> <li>Writing Action Plans</li> <li>Email and Other</li> <li>Short-Form Communication</li> <li>In-class Writing Assignment</li> <li>Written Reports: Long form communication</li> </ul>
Presenting in Business	<ul> <li>Presenting in Business Obstacles to Persuasive Presentations</li> <li>Analyzing a Communication Situation</li> <li>Planning a Presentation: The Message: Preparing the Plan</li> <li>The Message: Enriching the Presentation</li> <li>Presentation Visuals: The Message: Preparing Slides and Other Media</li> <li>Making Team Presentations</li> <li>Presentation Delivery: The Delivery: Communicating the Message</li> <li>Communication Apprehension</li> <li>Nonverbal communication</li> </ul>



	REPORT
Name of	Management Communication Certification Program (20
Activity	Hours)
Date	14 <sup>th</sup> Dec 2023- 24-Feb 2024
Venue	MBA class room
Organised by	Management Department
Name of Expert	Dr. Shefali Panwar& Mr. Sani Kant
Participated by	100
Activity Convener	Dr. Jaspreet
Content	With the initiative of IQAC, Mangalmay Institute of Management and technology organized a certification course on "Management Communication". The content covered in the certification course is given below
	<b>Day 1 (14.12.23) 1hr:</b> A basic introduction to communication has been given to the students also they make familiarized with the online course module.
	Day 2 (21.12.23) 1hr:Students were provided with presentation topics to enhance their business communication. Also Importance of communication had been discussed.
	Day 3 (23.12.23) 2hrs: Different types of communication situations are being discussed. Presentation of students taken on business proposal. Students come up with different ideas and it was a very interactive session
	Day 4 (4.01.24) 1hr: Different communication Bias, explained to students and Ways to deal and manage these biases.
	Day 5 (11.01.24) 1hr: Importance of Pitch in communication has been discussed and explained to the students.
	Day 6 (13.01.24) 2 hrs: Pitch elevator activity done by group of students also how to organize the massage is been explained.
	Day 7 (18.01.24) 1hr Concept of Icebreaker is introduced to the students. Various activities which can be performed as Icebreaker was discussed.



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Day 8 (27.01.24) 2hrs:Students practiced sentence structure, subject-verb agreement, and punctuation through quizzes and exercises.

Day 9 (12.02.24) 2hrs:Students practiced sentence structure, subject-verb agreement, and punctuation through quizzes and exercises.

Day 10 (15.02.24)1hr:Writing Mechanics: Students learned paragraph development and coherence, enhancing writing skills.

Day 11(19.02.24) 1hr:Formatting and Style: They mastered document formatting and adapted tone and style to business writing.

**Day 12(20.02.24) 1hr:** Concept and importance of Proof reading and Editing was introduced to the students.

Day 13 (21.02.24) 1 hr:Email Etiquette: They crafted effective emails with professional subject lines and analyzed real examples

Day 14(22.02.24) 1hr:Memo and Action Plan Writing: They understood memo formats and developed action plans in hypothetical scenarios. Also, how and why to write a full-fledged report and ways to present it in an effective manner.

During the session students underwent a comprehensive training in business communication.

Day 15 (24.02.24)2hrs: Students presented their marketing communication plans.

Whole module was summarized.

#### Objective

#### **Learning Objectives**

- The Management Communication course is designed to enable students to understand the nature and scope of communication and its implications in the real time business world
- 2. Expose to the receptive and productive skills of English language to attain proficiency.
- 3. Familiarize the basic writing skills which lay a strong foundation for writing business documents.



	4. Students learn how to create carefully planned and confidently delivered emails, presentations, memos, action plans, blog and wiki entries, and other forms of business communication
Outcome of Activity	On completion of this course, learners will be able to:  1. Understand the scope of communication and learn its importance and implication strategies.  2. Recognize and learn the sub-skills of listening and speaking and be able to deliver effectively in the real time contexts.  3. Imbibe the mechanics of writing and construct effective paragraphs which befit in a longer composition.  4. Use different forms of written communication techniques to make effective internal and external business correspondence.  5. Produce different types of reports with appropriate format, organization and language.



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Photographs: Above are screenshots of the Management communication Certification Course.







Figure 1During the session



Figure 2During the session





Figure 3During the session







Figure 4- Students giving assessment



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#### **List of Attendees**

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## Attendance

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88	Soi	nia	Gusain	Sonta	100	1			-			1	0					
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92	Tus	har	Vashishtha (	Pusho>	Busha	2 Tuelar	= Neyle	100	the of	1	Day 10	De				-	1	1
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6	Vans	shika	Tyagi	-	-													

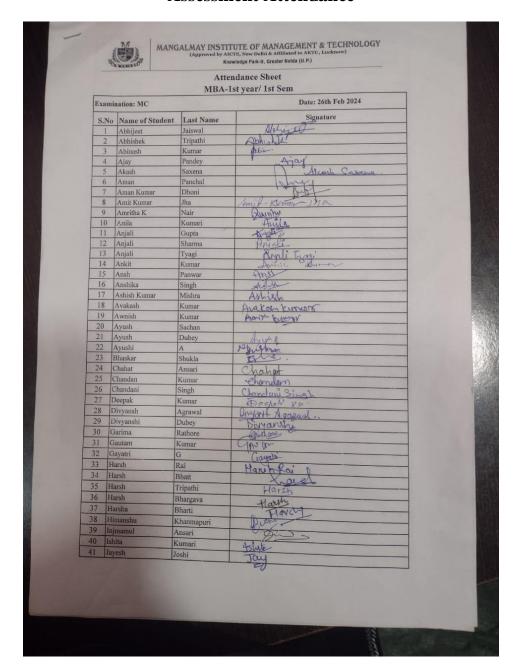
I ON S	First Name of Student	Last Name												
97	Vikas	Tyagi	vikasty	MIKARTY	WIKETER	Vikashite	Mikest	-			-			
98	Vishwajeet	Pandey	Nighue)	Jishard	よるから	Jishus			Jisha	JAMESI	Jid host	Jiomas		
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Knowledge Park-II, Greater Noida (U.P.)

#### **Assessment Attendance**





S.No	Name of Student	Last Name	Signature
42	Joyshi	Dwivedi	
43	Kahkashan	K	. 0
44	Kajal	K	Kaitil
45	Kamini	Singh	Kanjul Kanjul Kashish Kashish Josephani
46	kashish	K	Karlysh
47	Kirti	Tyagi	Kirt Lyagi
48	Lavanshi	Bhardwaj	Joseph De la
49	Mahesh	Parmar	
50	Mahima	Sharma	
51	Manish	Pal	Mandah
52	Mayur	Mohan	Mayer
53	Meghna	Sharma	Mayur Meghra Mel Lab
54	Mohd	Mehtab	Heling
55	Mustafa	ahamad	0
56	Nandani	kumari	Nandang Rolls
57	Nandini	Saluja	Rolife
58	Nandre Sujit	Ujwal	
59	Nidhi	Kumari	Nidhl
60	Nikhil	Nagar	
61	Nirupam	Pandey	Vikno
62	Nitish Kumar	Chaubey	
63	Pankai	Sharma	
64	Pawan	kumar	Paulamer.
65	Piyush	Ranjan	Ringle
66	Pranjal	Singh	132
67	Prashant	Kumar	Proshaut Kr.
68	Priya	Shishodia	The state of the s
69	Radhika	R	Rudhite-
70	Ranjana	Kumari	
111570	Ravinder	Solanki	Ronjana kumasi
	Rishabh	Nagar	Rayindas
	Riya	Dhama	Pilhabh
	Robin	Kumar	N.A. VIII
		10201110201E	Robin Kymy
_	Sagar	S	Sahm
	Sajjan	chaupal	
	Sandeep	Sharma	Sangles Stad
_	Sandip Kumar	Shan	Sandif Kirshah
	Satyam	Giriraj	River
30	Shanu	Kumar	Shang
1 5	Shekhar	Kumar	Shocket
2 5	hikha	Kumari	SHICK
3 8	hivangi	Sinha	Agriagh Agringer
	Shivani	Jha	Shivano
-	hreyansh	Jaiswal	Dryes
_	imran	Bhardwaj	Sinto anoto Dej
_	neha	Kashyap	
	onia	Gusain	Sheha
		Nigam	Senta Coucain



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No	Name of Student	Last Name	Signature
90	Sumit	Kumar	
91	Tanu	Sharma	Sint
92	Tushar	Vashishtha	Turbon.
93	Uday	Sharma	Chart
94	Vaibhav	omer	(Lawrence)
95	Vaibhav	Bhargava	Q TANK TAKE
96	Vanshika	Tyagi	Vandrika Tulagi
97	Vikas	Tyagi	1 4 1 1 0 0
98	Vishwajeet	Pandey	Vika yay
99	Vishwakarma	Kumar	Mounds.
100	Yaman	Panchal	Gamar

#### **Resource Person Profile**



Dr. ShefaliPanwar currently working as assistant professor MIMT Gr.noida. She is having 13 years of experience in teaching and corporate. She is MBA, MA (Economics) and having Doctorate degree from CCS Meerut University in HR. She has written various research papers and attended many FDP, workshops. Her Specialization is in the field of Economics and HR.



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Currently I am working with Mangalmay Institute of Management & Technology as an Assistant Professor. With 10 years of industry experience at companies like American Express and Genpact, coupled with an MBA from Birla Institute of Management Technology, I bring a unique blend of practical knowledge and academic qualifications. Additionally, my recent teaching experience at Ludhiana's leading management college, PCTE Group of Institutions, has further enriched my profile.