



MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

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



MANGALMAY
INSTITUTE OF MANAGEMENT & TECHNOLOGY

CERTIFICATION PROGRAMME ON MANAGEMENT COMMUNICATION

For
MBA 1st Semester

Resource Person

Dr. SHEFALI | Mr. SANIKANT

Assistant Professor, MIMT

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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

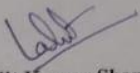
Total Duration: 20 Hours

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
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SYLLABUS

Certification Program“Management Communication”

Duration: 20 Hours

MAIN TOPIC	SUB TOPIC
Planning Communication	<ul style="list-style-type: none">• Introduction• What good are Models?• Case Study Planning Communication• Analysing the communication situation• Organizing a message• Planning Communication: Memos, Templates & check lists.• Planning communication Exam
Writing in Business	<ul style="list-style-type: none">• Introduction to business writing• Writing Process and Writing Style• Team Report and Presentation• Informative Writing and Persuasive Writing• Writing Action Plans• Email and Other• Short-Form Communication• In-class Writing Assignment• Written Reports: Long form communication
Presenting in Business	<ul style="list-style-type: none">• Presenting in Business Obstacles to Persuasive Presentations• Analyzing a Communication Situation• Planning a Presentation: The Message: Preparing the Plan• The Message: Enriching the Presentation• Presentation Visuals: The Message: Preparing Slides and Other Media• Making Team Presentations• Presentation Delivery: The Delivery: Communicating the Message• Communication Apprehension• Nonverbal communication



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	REPORT
Name of Activity	Management Communication Certification Program (20 Hours)
Date	14 th 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	<p>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</p> <p>Day 1 (14.12.23) 1hr: A basic introduction to communication has been given to the students also they make familiarized with the online course module.</p> <p>Day 2 (21.12.23) 1hr: Students were provided with presentation topics to enhance their business communication. Also Importance of communication had been discussed.</p> <p>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</p> <p>Day 4 (4.01.24) 1hr: Different communication Bias, explained to students and Ways to deal and manage these biases.</p> <p>Day 5 (11.01.24) 1hr: Importance of Pitch in communication has been discussed and explained to the students .</p> <p>Day 6 (13.01.24) 2 hrs: Pitch elevator activity done by group of students also how to organize the message is been explained.</p> <p>Day 7 (18.01.24) 1hr Concept of Icebreaker is introduced to the students. Various activities which can be performed as Icebreaker was discussed.</p>



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	<p>Day 8 (27.01.24) 2hrs:Students practiced sentence structure, subject-verb agreement, and punctuation through quizzes and exercises.</p> <p>Day 9 (12.02.24) 2hrs:Students practiced sentence structure, subject-verb agreement, and punctuation through quizzes and exercises.</p> <p>Day 10 (15.02.24)1hr:Writing Mechanics: Students learned paragraph development and coherence, enhancing writing skills.</p> <p>Day 11(19.02.24) 1hr:Formatting and Style: They mastered document formatting and adapted tone and style to business writing.</p> <p>Day 12(20.02.24) 1hr: Concept and importance of Proof reading and Editing was introduced to the students.</p> <p>Day 13 (21.02.24) 1 hr:Email Etiquette: They crafted effective emails with professional subject lines and analyzed real examples</p> <p>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.</p> <p>During the session students underwent a comprehensive training in business communication.</p> <p>Day 15 (24.02.24)2hrs:Students presented their marketing communication plans.</p> <p>Whole module was summarized.</p>
Objective	<p>Learning Objectives</p> <ol style="list-style-type: none">1. 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 world2. 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.



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	<p>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</p>
Outcome of Activity	<p>On completion of this course, learners will be able to:</p> <ol style="list-style-type: none">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 benefit 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.

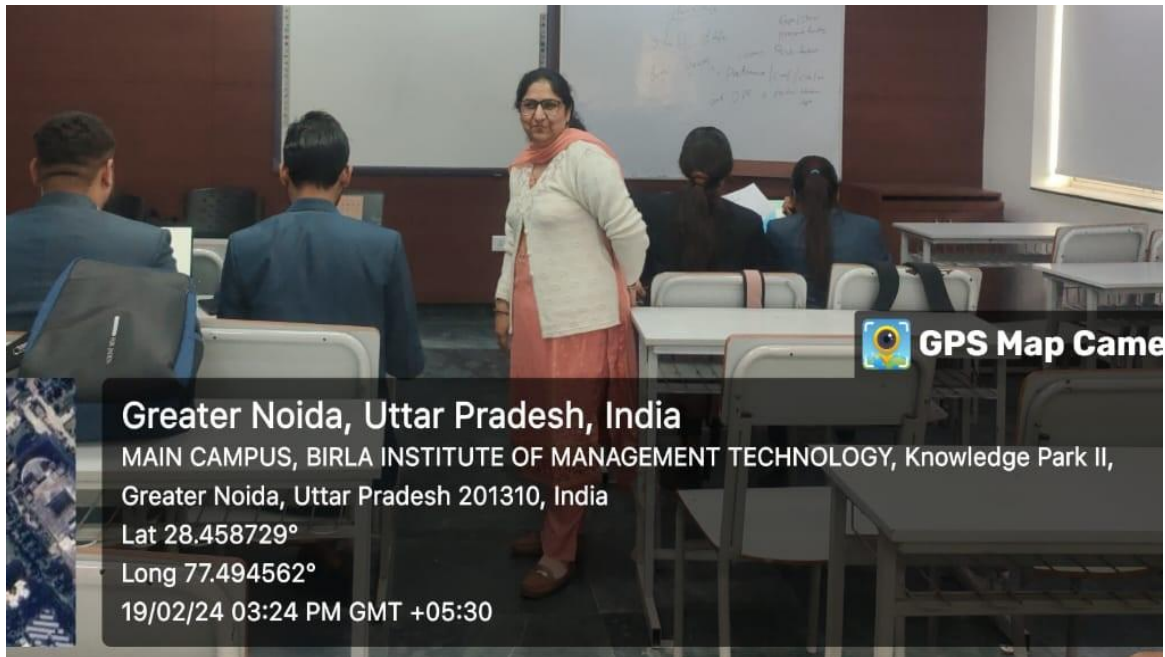


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Photographs: Above are screenshots of the Management communication Certification Course.





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Figure 1 During the session



Figure 2 During the session



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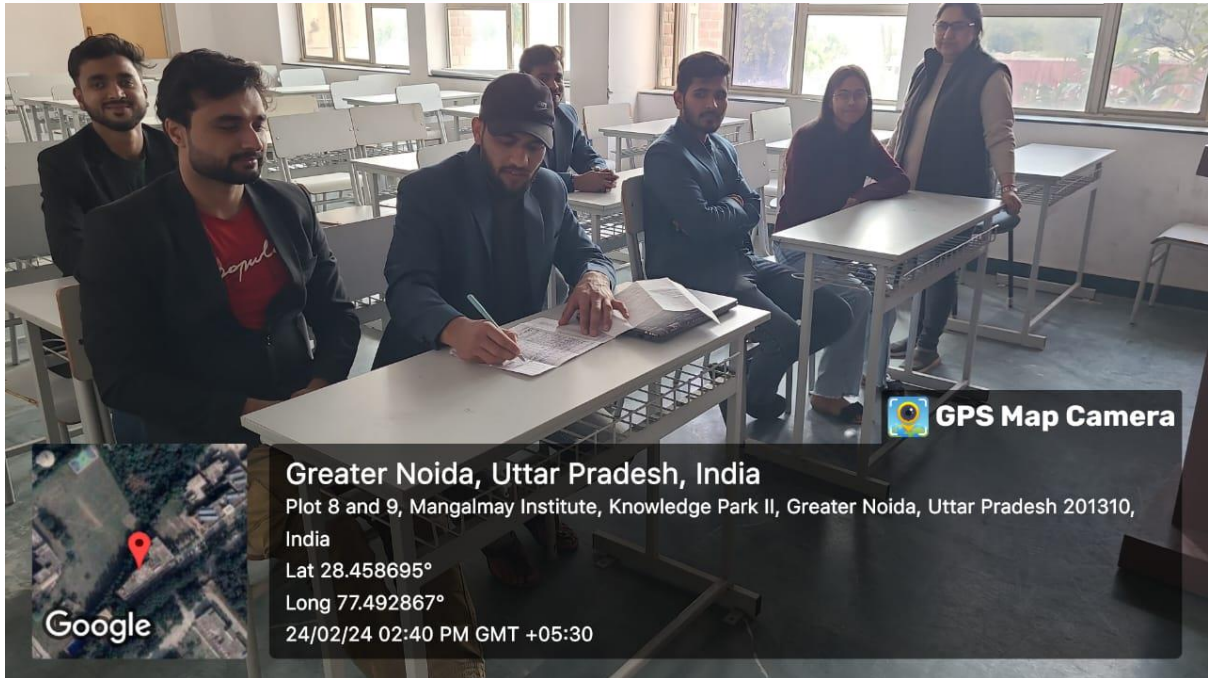


Figure 3 During the session





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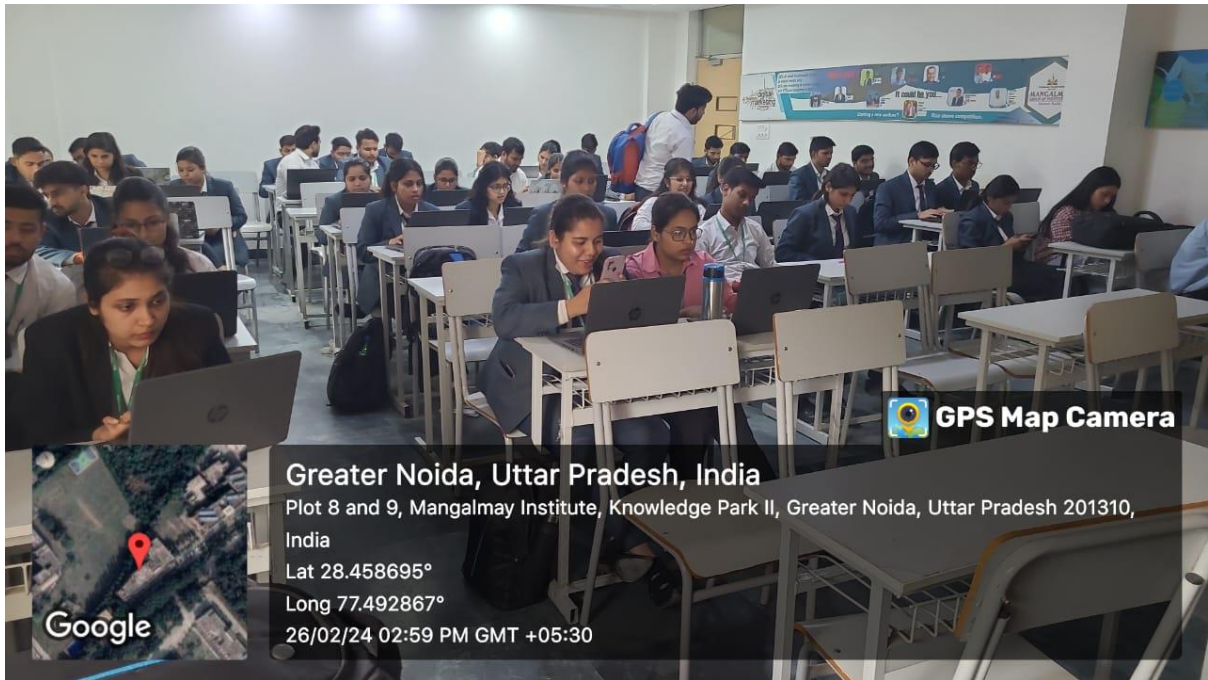


Figure 4- Students giving assessment



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List of Attendees

S. No.	First Name	Last Name	E-mail
1	Abhijeet	Jaiswal	abhijeetj056@gmail.com
2	Abhishek	tripathi	abhishektripathi1401@gmail.com
3	Abinash	kumar	ak9693bk@gmail.com
4	Ajay Kumar	Pandey	ajaykumarp583@gmail.com
5	Akash	Saxena	akashsaxena4567@gmail.com
6	Aman	Panchal	amanp4207@gmail.com
7	Aman Kumar	Dhoni	amankumar701760@gmail.com
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11	Anjali	Gupta	guptaanjali6032@gmail.com
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13	Anjali	Tyagi	anjalityagi114@gmail.com
14	Ankit	Kumar	kumarankitsingh1512@gmail.com
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46	kashish		kaashishh4@gmail.com



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69	Radhika		radhikabaghel248@gmail.com
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71	Ravinder	Solanki	ravindersolanki671@gmail.com



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77	Sandeep	Sharma	ss1013221@gmail.com
78	Sandip Kumar	Shan	sandipkumar8133@gmail.com
79	Satyam	giriraj	Girirajsatyam@gmail.com
80	Shanu	kumar	sshanukumar515@gmail.com
81	Shekhar	Kumar	shekharsharma.bmw@gmail.com
82	Shikha	kumari	shikhapandeyka27@gmail.com
83	Shivangi	Sinha	sinhashivangi9667@gmail.com
84	Shivani	Jha	Shivanijha2147@gmail.com
85	Shreyansh	jaiswal	shreyanshjaiswal723@gmail.com
86	Simran	Bhardwaj	sb1262001@gmail.com
87	Sneha	Kashyap	snehaky109@gmail.com
88	Sonia	Gusain	soniagusainnn@gmail.com
89	Sumit	Nigam	sumitnigam.ckt@gmail.com
90	Sumit	kumar	sumitdudy618@gmail.com
91	Tanu	Sharma	tanusharma8164@gmail.com
92	Tushar	vashishtha	tushar1091vashishth@gmail.com
93	Uday	Sharma	udaysharma4k18@gmail.com
94	Vaibhav	omer	vaibhavomer2810@gmail.com
95	Vaibhav	Bhargava	vaibhavbhargava876@gmail.com
96	VANSHIKA	TYAGI	NTYAGI5454@GMAIL.COM



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98	Vishwajeet	Pandey	vishwajeet8462@gmail.com
99	Vishwakarma	Kumar	vishwa786bharti@gmail.com
100	Yaman	Panchal	YAMANPANCHAL9999@GMAIL.COM



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Assessment Attendance

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Attendance Sheet
MBA-1st year/ 1st Sem
Date: 26th Feb 2024

S.No	Name of Student	Last Name	Signature
1	Abhijeet	Jaiswal	Abhijeet
2	Abhishek	Tripathi	Abhishek
3	Abinash	Kumar	Abinash
4	Ajay	Pandey	Ajay
5	Akash	Saxena	Akash Saxena
6	Aman	Panchal	Aman
7	Aman Kumar	Dhoni	Aman
8	Amit Kumar	Jha	Amit Kumar
9	Amritha K	Nair	Amritha
10	Anila	Kumari	Anila
11	Anjali	Gupta	Anjali
12	Anjali	Sharma	Anjali
13	Anjali	Tyagi	Anjali Tyagi
14	Ankit	Kumar	Ankit
15	Ansh	Panwar	Ansh
16	Anshika	Singh	Anshika
17	Ashish Kumar	Mishra	Ashish
18	Avakash	Kumar	Avakash Kumar
19	Awnish	Kumar	Awnish Kumar
20	Ayush	Sachan	Ayush
21	Ayush	Dubey	Ayush
22	Ayushi	A	Ayushi
23	Bhaskar	Shukla	Bhaskar
24	Chahat	Ansari	Chahat
25	Chandan	Kumar	Chandan
26	Chandani	Singh	Chandani Singh
27	Deepak	Kumar	Deepak
28	Divyansh	Agrawal	Divyansh Agrawal
29	Divyanshi	Dubey	Divyanshi
30	Garima	Rathore	Garima
31	Gautam	Kumar	Gautam
32	Gayatri	G	Gayatri
33	Harsh	Rai	Harsh Rai
34	Harsh	Bhatt	Harsh
35	Harsh	Tripathi	Harsh
36	Harsh	Bhargava	Harsh
37	Harsha	Bharti	Harsha
38	Himanshu	Khanmapuri	Himanshu
39	Injmanul	Ansari	Injmanul
40	Ishita	Kumari	Ishita
41	Jayesh	Joshi	Jayesh



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S.No	Name of Student	Last Name	Signature
42	Joyshi	Dwivedi	
43	Kahkashan	K	
44	Kajal	K	Kajal
45	Kamini	Singh	Kamini
46	kashish	K	Kashish
47	Kirti	Tyagi	Kirti Tyagi
48	Lavanshi	Bhardwaj	Lavanshi
49	Mahesh	Parmar	
50	Mahima	Sharma	
51	Manish	Pal	Manish
52	Mayur	Mohan	Mayur
53	Meghna	Sharma	Meghna
54	Mohd	Mehtab	Mohd Mehtab
55	Mustafa	ahamad	
56	Nandani	kumari	Nandani
57	Nandini	Saluja	Nandini
58	Nandre Sujit	Ujwal	
59	Nidhi	Kumari	Nidhi
60	Nikhil	Nagar	Nikhil
61	Nirupam	Pandey	Nirupam
62	Nitish Kumar	Chaubey	
63	Pankaj	Sharma	
64	Pawan	kumar	Pawan Kumar
65	Piyush	Ranjan	Piyush
66	Pranjal	Singh	
67	Prashant	Kumar	Prashant Kumar
68	Priya	Shishodia	
69	Radhika	R	Radhika
70	Ranjana	Kumari	Ranjana Kumari
71	Ravinder	Solanki	Ravinder
72	Rishabh	Nagar	Rishabh
73	Riya	Dhama	Riya
74	Robin	Kumar	Robin Kumar
75	Sagar	S	Sagar
76	Sajjan	chaupal	Sajjan
77	Sandeep	Sharma	Sandeep Sharma
78	Sandip Kumar	Shan	Sandip Kumar Shan
79	Satyam	Giriraj	Satyam
80	Shanu	Kumar	Shanu
81	Shekhar	Kumar	Shekhar
82	Shikha	Kumari	Shikha
83	Shivangi	Sinha	Shivangi
84	Shivani	Jha	Shivani
85	Shreyansh	Jaiswal	Shreyansh
86	Simran	Bhardwaj	Simran Bhardwaj
87	Sneha	Kashyap	Sneha
88	Sonia	Gusain	Sonia Gusain
89	Sumit	Nigam	



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S.No	Name of Student	Last Name	Signature
90	Sumit	Kumar	Sumit
91	Tanu	Sharma	Tanu Sharma
92	Tushar	Vashishtha	Tushar
93	Uday	Sharma	Uday
94	Vaibhav	omer	Vaibhav
95	Vaibhav	Bhargava	Vaibhav Bhargava
96	Vanshika	Tyagi	Vanshika Tyagi
97	Vikas	Tyagi	Vikas Tyagi
98	Vishwajeet	Pandey	Vishwajeet Pandey
99	Vishwakarma	Kumar	Vishwakarma Kumar
100	Yaman	Panchal	Yaman Panchal

Resource Person Profile



Dr. Shefali Panwar 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.