University of Kelaniya  
Faculty of Commerce & Management Studies  
Masters of Business Administration  
MBA 51053 - Business Skills Development  
Course outline

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Overview  
The Business Skills Development course consists of two components: Managerial Skills and Business Communication.

(a) Managerial Skills  
MBA students need well-developed managerial skills in order to be effective in today’s complex business environment. MBA gives students an opportunity to apply theoretical, conceptual and technical knowledge about managing people in organizations in practical settings. Using class discussions, role play and simulation sessions students interact with one another on an individual basis and in teams to develop a wide variety of skills. Students engage in self-reflection throughout the course, and with the help of facilitators, develop plans to improve their skills in areas including interpersonal interactions, communication, perception, organization and business planning, decision making, decisiveness and adaptation to change.

(b) Business Communication  
The Business Communication course aims to enhance the oral and written communication skills of the MBA students so that they are able to communicate effectively and convincingly in the business environment. Taking real life business scenarios, this course will provide students with a comprehensive awareness of the key aspects of the English language that they need to focus on in order to be effective communicators. Classroom sessions will be practical, communicative, and discussion-based. By focusing on the skills required for making effective presentations, successful business correspondence and report writing, this course aims to draw the learners’ attention to areas such as grammar and pronunciation required for communicating with precision and accuracy.

Learning objectives
The learning objectives of the Managerial Skills component are:
- To apply management concepts in realistic managerial contexts
- To assess the students' existing skill levels
- To develop team spirit among students to reach complex tasks
- To buildup curiosity to read and interpret reporting practices of corporate concerns

The learning objectives of the Business Communication component are:
- To enhance the oral and written language proficiency of the students
- To increase the students’ competence in grammar and expression
- To increase the students’ levels of confidence in working in an English speaking business environment.

**Pedagogy and Facilitators’ Expectations**

Classroom sessions are devoted to interactive discussions and team activities, allowing you to practice your management and communicative skills in a supportive environment. Your team members and course facilitator will provide coaching and offer you feedback as you put your skill development plans into action.

This is a demanding course. In order to benefit from the skills and language proficiency development exercises and interactions, you must be prepared to participate actively in each session. You are expected to complete all assigned readings before class, prepare for in-class presentations and be ready for your assigned role(s) in-class role plays. Active participation in all exercises is essential, and you must be prepared to offer feedback to your classmates.

Members of the class are responsible for their individual and collective learning. Regular attendance and class participation are critical to successful completion this course. If you are unable to attend a class, you must inform your team members and the course coordinator well in advance of the class you will be missing. 5% of the total grade will be deducted if you record more than 5 unexplained absences.

**Scheme of evaluation**

Group presentations, simulation & role play (30%) (Managerial Skills course)
Continuous in-class tests (30%)
In-class Individual presentations (10%) (Business Communication course)
Class participation (10%)
Assignment I & II (20%)

**Tentative session schedule**
<table>
<thead>
<tr>
<th>Session no.</th>
<th>Session topic</th>
<th>Date</th>
<th>Facilitator</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Branding yourself - Personal branding and personal SWOT analysis</td>
<td></td>
<td>PMC</td>
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<tr>
<td>2</td>
<td>Networking, Collaboration and Teamwork for Professionals</td>
<td></td>
<td>PMC</td>
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<tr>
<td>3</td>
<td>Enhance skills related to structural design of a company annual report</td>
<td></td>
<td>PMC</td>
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<tr>
<td>4</td>
<td>Event planning and management</td>
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<td>PMC</td>
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<tr>
<td>5</td>
<td>Business exposure article review (Harvard Business Review (HBR) /Group presentations)</td>
<td></td>
<td>PMC</td>
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<tr>
<td>6</td>
<td>Problem Solving; types of problems; planning and the principal stages of the process; problem analysis</td>
<td></td>
<td>PMC</td>
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<tr>
<td>7</td>
<td>Presentation Skills</td>
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<td>HP</td>
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<tr>
<td>8</td>
<td>Speak Effectively Business Communication and Language Focus</td>
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<tr>
<td>9</td>
<td>Individual Presentations-</td>
<td></td>
<td>10 % marks</td>
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<tr>
<td>10</td>
<td>Analyzing a case study&lt;br&gt; <em>Assignment I</em>(Take Home)&lt;br&gt; Business Etiquette</td>
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<tr>
<td>11</td>
<td>Business correspondence 1&lt;br&gt; Press Release</td>
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<td>RR</td>
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<tr>
<td>12</td>
<td>Business correspondence 2&lt;br&gt; Error Analysis&lt;br&gt; Feedback on assignments&lt;br&gt; Press Release- Assignment II(in-class)</td>
<td></td>
<td>10% marks</td>
</tr>
<tr>
<td>13</td>
<td>Politically correct language&lt;br&gt; Grammar for effective communication&lt;br&gt; <em>Assignment I</em>(Take Home) due</td>
<td></td>
<td>10 % marks</td>
</tr>
<tr>
<td>14</td>
<td>Report writing&lt;br&gt; Error analysis</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>In-class test (Final)</td>
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<td>30% marks</td>
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Learning outcome presentations for Managerial Skills course:
Date and venue will be notified in due course in consultation with the MBA coordinator.

Suggested working titles (desirable, but not restricted);
1. Inaugural board meeting of a public limited company
2. Family/Privately owned company going for IPO
3. Brand launch by the event management company on behalf of the client
4. Brand re-launch by a existing company
5. Business plan for a new venture
6. Conflict resolution/negotiation process for industrial dispute
7. CSR project for early childhood education or selected project
8. Launch of local outsourcing company for household services
9. Risk of profiles of public quoted companies
10. Diversification strategy formulation and implementation